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# chart

Missouri Southern State College, Joplin, Mo. 64801

Free on Campus

## Campus housing shortage may hurt enrollment

By KATHY LACEY  
Chart Staff Writer

Student accommodation shortages have, in the last two years, resulted not only in an overcrowded situation but have also discouraged those students who have applied late or called in and learned of a housing waiting list. It is not known how many students, because of the problem, are discouraged in attending, nor how many fail even to make an application. By word of mouth, any number may have caught wind of the housing situation at Missouri Southern and have made applications to other schools.

Younger students whose parents do not want living their first years away from home in an apartment or somewhere "out there" on their own are restricted from attending a college where housing is unsure.

Operating above capacity, at 102 percent, the available dormitories at Southern have beds for about 385 students and have been filled to the maximum. Each of the dorms has guest rooms normally intended for visiting parents, and South Hall has a library area, both of which are now equipped with beds and wardrobes and are being used as dorm rooms.

The waiting list is now at three

men and 21 women, some of whom live in apartments; some continue to commute from towns in the 25-30-40 mile radius; and some are even living in motel rooms waiting for space in the dorms. A problem is that attendance is up, and few students have dropped out of school as usually happens in the first few weeks, thus allowing for waiting students to be housed.

A TEMPORARY ARRANGEMENT that has lasted 10 years is the dorm unit housing 24 male honor students. Developed in 1968 when the college moved to its current site, the honors

dorm unit is not of heavy construction. Made up of six mobile homes, problems with air-conditioning and heating have required an enormous amount of maintenance. Originally developed to house athletes, the building was vacated four years ago when athletes were moved into the dorms. Theatre classes and offices were then housed there but moved out when the auditorium was built.

The women's apartments now in effect for the fourth year are well built and are to be used for future years. Their only drawback is the fact that they are not equipped with a recreational unit or a laundry area. It

is supposed that this type of accommodation may be built adjoining the two buildings sometime in the near future.

When the college became a four-year state college, the bill under which it operates did not allow the sale of revenue bonds to finance additional buildings as those bonds used for the construction on the College Union and the original bonds. It happens that there was an oversight in the bill development which listed those Missouri colleges that were entitled to the sale of revenue bonds and Missouri Southern and Missouri Western were not included.

Over the years there has been discussion by private developers wanting to know whether it would be a good investment to construct housing near the campus for students. In that some students, faculty, and employees have taken advantage of the nearby apartments, the developers wanted to assure that additional apartments would be successful.

THE TURKEY CREEK area west of the present technology building is owned by a Springfield firm with  
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### NOW!

It's  
What's  
Happening

#### Abuse. . .

Anyone who is an abusive or potentially abusive parent, a professional, or a concerned citizen may attend a meeting at 10 a.m. tomorrow at the First Community Church, 15th and Murphy Blvd. There is no cost.

Ms. Joan Hartgrave, HEW Region VII Parents Anonymous Coordinator, will speak on child abuse and the abusive parent. Ms. Hartgrave will speak to the public, professionals, and parents all together in the morning session. A 1 p.m. session will be for Ms. Hartgrave to meet with abusive parents only.



#### Pershing. . .

Gary Nichols the new company commander of the Missouri Southern Pershing Rifles, Company M-7.

Other officers include: Chris A. Demery as the executive officer; Steve J. Miller as the administrative officer; Rebecca S. Tebow as the expansion officer; Judith L. Willard as operations officer; and Robert E. Comer as supply officer.

Pershing Rifles also has a number of new pledges and will be providing the color guard for home football games.



#### Jobs. . .

Job interviews have been scheduled in October on the Missouri Southern campus by four major employers.

To be eligible for these interviews, persons must be an alumnus, a December, 1978, or a May, 1979, graduate and must have credentials on file with the Placement Office.

Interviews are conducted in the Placement Office next to Kuhn Hall unless otherwise specified. Persons interested should sign up for appointments at the Placement Office.

Interviews scheduled are:  
NATIONAL MOTOR CLUB, interviewing all marketing and management and general business majors. Oct. 10.

BAIRD, KURTZ, & DOBSON, interviewing all accounting majors. Oct. 12.

U.S. NAVY, interviewing all seniors, both male and female. Interviews will be conducted in the College Union stairwell. Oct. 20.

STATE AUDITOR, interviewing all accounting majors. Oct. 20.



#### Thomas. . .

Miss Kathy Thomas is the recipient of a \$100 scholarship from the Joplin Chapter of Sweet Adelines. Thomas, a junior vocal music major, sings with the MSSC Chorale and Collegiates, both vocal groups.



Skeletal framework on the new addition to the College Union looms ominously in the early evening hours. With brick being set in place on

the southwest area of the new building, construction is estimated to still be heading for a May completion date. (Chart Photo by Clark Swanson.)

## Title IX compliance still in doubt as new regs not here

It's anyone's guess right now just how close Missouri Southern is to complying with the new Title IX regulations.

"We have been moving in that direction," said Dr. Leon Billingsly, president of the college, "but we have yet to receive a copy of the latest revisions."

Title IX, the amendment banning sex discrimination, was passed in 1972. Since that time, educational institutions and agencies receiving federal funds have had to eliminate sex discrimination from their educa-

tional programs and employment practices, or risk withdrawal of funds.

New regulations have since been drawn up, regarding revenue sports such as football and basketball, according to the president.

Two weeks ago Billingsly received a letter from the Civil Rights Board beginning with "By the time you receive this, you will have received a copy of the new regulations of Title IX."

Missouri Southern, however, has not received these amendments and

Billingsly is blaming it on the slowness of the federal government.

"Anytime you are dealing with HEW, you have to expect a long delay in things," he said.

BILLINGSLY INDICATED the report Southern is required to file with the Civil Rights Board is already completed, but he is keeping it until the school can see the new regulations.

"We shouldn't be too far off. We've been increasing women's sports budget which is where the controver-

sy usually lies," said the president.

According to Billingsly, money allocated by the college for sports producing more revenue is "understandably higher."

Another area of question is in specialized programs where one sex predominates. Any course with "a substantial disproportionate number of individuals of one sex" must be reviewed to find out why the numbers of both male and female are not equal.

Said the president, "Missouri Southern takes care of that by offer-

ing equal programs for both men and women. Where we have dental hygiene on one hand, we have auto technology on the other—which isn't to say that we don't encourage men to enroll in dental hygiene or women in auto tech.

"There's no pressure either way. We just try to satisfy all needs."

"It's just that we try to offer an equal amount of specialized courses. This is how we explain the predominance of one sex in a class," said Billingsly.

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## Coming: Seniors! 1,000!

Final preparations are underway for the Student Senate's first major project of the year, Senior Day. Some 26 area high schools have accepted the invitation and over 1,000 high school seniors are expected to attend the festivities on Oct. 9 and Oct. 11.

The Senate has prepared a day-long schedule for the participating students beginning with registration at 9 a.m. in Taylor Auditorium. Each student will be issued a name tag and will be allowed to select one of the eight departments to visit during his stay.

Each department head is responsible, with the aid of two colleagues, for preparing a program informing the students of the intricacies of his area of study. The meetings with the department heads will take place at 10:30 a.m.

Emphasizing the need to get away from a formal speaker-listener situation, the Senate with the aid of the theatre department, has provided for skits as well as lectures to inform the visiting students about Southern. Stated Senate sponsor Dr. Glenn Dolence, "We want this to be an enjoyable experience, as well as one that will be informative and beneficial."

At 11:45 a.m. lunch will be served accompanied by entertainment, consisting of music and films. Faculty will also be present at the luncheon, answering any questions the students may have.

The students will then journey back to Taylor Auditorium for a closing ceremony during which the members of the Senate will present each person with a gift.

Groundwork for the occasion was begun last spring and after hours of hard work the Senate is looking forward to its realization.

Said Senate secretary Kathy Lay, "The response has been excellent as has been faculty cooperation. I think it will be terrific."

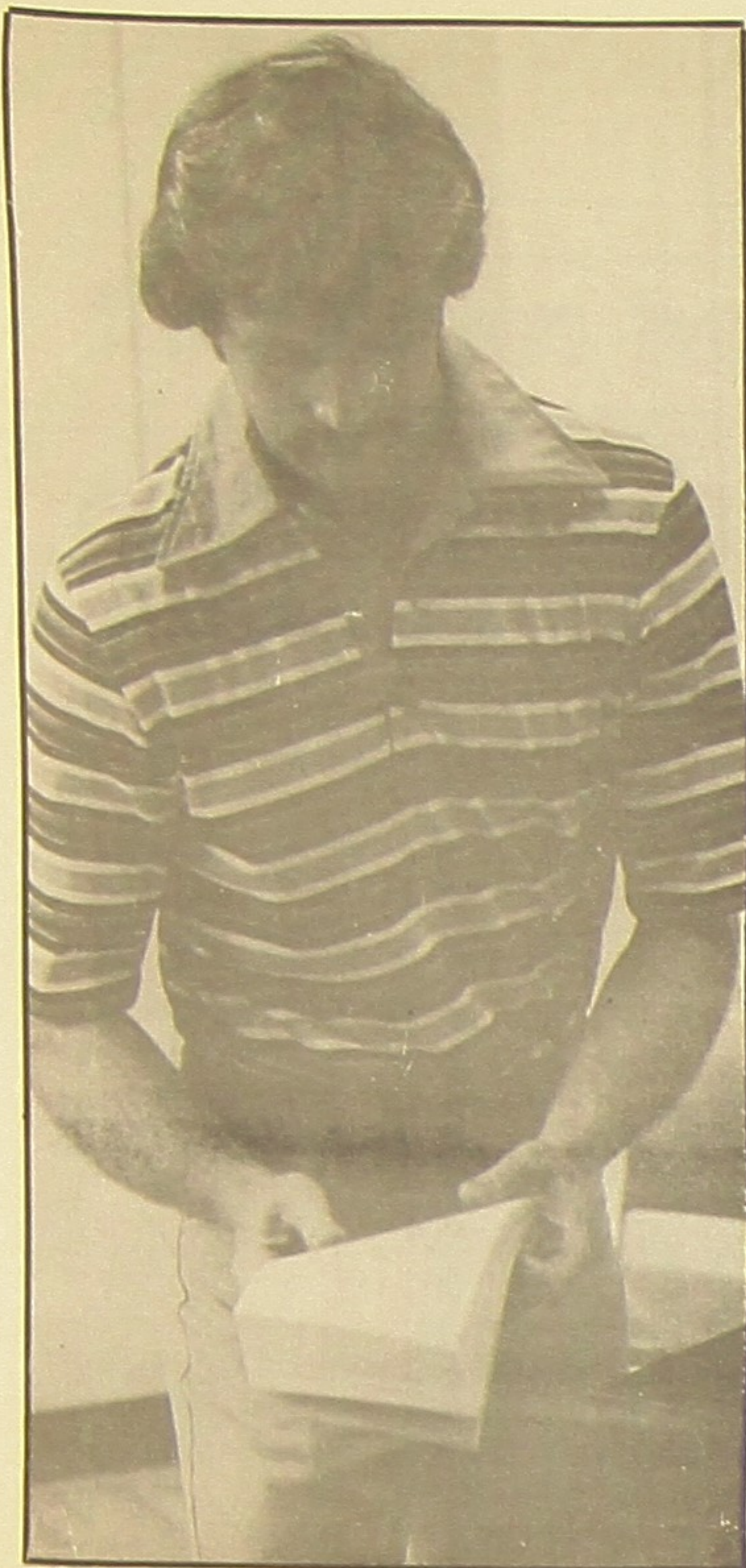
This will be the first time large groups have visited the campus at one time and should enrollment increase next fall, this will probably become a regular practice, Senators said.

## There's still time left

Alumni and former students have until Oct. 10 to make reservations for the alumni homecoming luncheon on Saturday, Oct. 14.

Reservations should be made by Oct. 10 with the college alumni office. Alumni and the spouses will be guests of the college.





DAVID MEADOWS

## Meadows says, 'Get involved!'

By KANDY RODDY  
Chart Staff Reporter

Many students feel that they are not being represented by the Student Senate in the way they would like to be. Some are willing to make that extra effort, but most sit back and complain and never offer to help get things changed.

David Meadows' philosophy is centered around the word *involvement*. As president of the Student Senate Meadows knows that there are many changes to be made, but without the involvement of the students of Missouri Southern, few will be made.

As a student, Meadows knows that the average student lacks interest in student government. He himself did not become interested in student government until he attended a Senate meeting as part of a class assignment a little over a year ago.

His decision to get involved in the Senate stemmed from his observations of the lack of active participation in Senate meetings.

"There was a definite lack of communication between the students and the Senate," he said. "The students and the Senate need to work together as one to get things done."

Meadows feels that one of the reasons that there isn't much participation in college affairs is because students are not well informed. He feels that if the faculty would take a few minutes out of every class to tell the students about campus activities, there would be more participation from them.

"The Senate has many goals this year, and we intend to achieve them," Meadows said. One of their

goals is to incorporate direct representation into their format. "We also want to stress that the Senate is open to all students. And we would like to see more people at the meetings," he added. The Senate also plans to publish past agendas of all their meetings.

ONE OF MEADOWS' goals is to get under control the traffic situation on Newman Road, but the plan has met with much state resistance. He would also like to see a shelter area built with picnic tables constructed on the campus for student use.

As for how he thought the Senate helped the student body, he replied: "It helps the students to work with the administration, to get action on the wants and needs of the student body. It also helps to close the lack of communication between students and the administration."

Meadows explained that to get approval for Senate activities, the executive committee of the Senate must go through Dr. Glenn Dolence, who brings their proposals before the administration. The relationship between the Senate and the administration has improved recently, and Meadows is working to keep relations between the two strong.

"I want to give the students of Southern a campus-centered life," Meadows said. "I want the college to belong to and be for the students. If we all work together and use the power of cooperation, we can attain the things we want."

MEMBERS OF THE SENATE are working on many things this year, he said. "First we must get together with the newly-elected members and start working together

# Carlos Montoya, famous guitarist to perform twice here Wednesday

Carlos Montoya, the world-famous master of the Flamenco guitar, will be heard in concert twice on Wednesday. He will perform two concerts in the Thomas E. Taylor Performing Arts Center at 10 a.m. and at 11 a.m. One of the most widely heard performers in any concert idiom, Montoya has brought Flamenco music virtually to every major outpost of the free world, and from the United

States and Canada to Europe and the Orient, eliciting critical acclaim and audience approval everywhere.

In addition to his globe-girdling tours, Montoya has also won international favor through his numerous recordings. He is, in fact, the most recorded Flamenco artist in history and has become the living symbol of Flamenco music the world over.

A Spanish gypsy, born in Madrid, Montoya was a musical prodigy, achieving national renown by the age of 14, when he was the toast of the "Cuadros Flamencos" during the heyday of Flamenco singing and dancing. His debut as a concert artist was preceded by years of accompanying such distinguished dancers as La Argentina, Vincente Escudero, and Argentinita.

The first Flamenco guitarist ever to display his artistry in a solo concert, he has been hailed by aficionados everywhere as one of the truly great masters of our time. His advanced technique, his flair for creative innovation and his infinitely varied repertoire make him one of the most exciting artists in the world today, critics agree.

## 'No one is handicapped, unless society says so,' says Ramsey

By SUSAN CAMPBELL  
Managing Editor

No one is handicapped until society places that status on him.

Ask David Ramsey, executive director of Handicap Adult Realization Program in Joplin. He has cerebral palsy; his speech is a little forced and he doesn't have complete control of his limbs, but he describes himself as disabled, not handicapped.

"Disability," said Ramsey, "is simply a deviation from the norm. We all have two arms. Someone with one arm is disabled—they are different."

"A person is handicapped when they are kept from doing the things they could reasonably do with the disability. Usually, they are kept from performing up to their capabilities by society, not themselves."

Ramsey, a 1975 graduate of Missouri Southern, is involved in, as he said, "educating the average American to look at disability in a different light."

"For so long, kids who could be considered normal have been educated to look at what makes a

disabled child different. We are bombarded with mechanisms that 'they' must use in order to perform like an average person."

"It's time we started looking at what makes us the same."

An avid camper, Ramsey said he has been discriminated against in hiring practices because his employer failed to see the similarities.

After graduating, he was hired by a firm visiting the campus. When the firm's manager saw David, however, he warned the employer that he could either fire the graduate or risk losing his own job. Ramsey was promptly fired.

Said the sociology major, "Your first reaction is anger when something like that happens. I was very mad, but the man who fired me said, 'Why don't you do something about it?', so I did."

What he did was charter the HARP chapter in Joplin. It is the only one of its kind in the area, although there are other organizations with similar goals nation-wide.

"I think there's another one like us somewhere, with even the same

name, but we are a localized group, with aims of teaching the citizens here to look at handicapped and see disabled," said Ramsey.

"What, to me, would be the best thing to happen is to have someone say, 'Yeah, I know David—he drives a Pinto, has brown hair, brown eyes, CP (cerebral palsy)...'. My disability is a trait—it's not something to be ignored or discriminated against."

According to the young director, a person with a physical defect may be mistreated because his peers might suspect mental disability and physical disability go hand in hand.

"Once I went into a shop with a friend, and the person there pulled my friend to the side to ask about me. I just laughed it off, because I kept thinking that I'd not see that person again, so it was his problem, not mine."

"But that's not always good—if I keep my mouth shut, the next disabled person will walk in, and get the same treatment, all because I kept quiet," said Ramsey.

According to the director, attitudes are changing toward the disabled.

Said Ramsey, "Things like that don't happen too much now. People are really changing—they are slowly beginning to see disabled people as just that—people."

Organizations such as HARP are often run by the non-disabled. This, according to Ramsey, is not always good.

"When someone is running an organization, and they really can't understand what's going on, they do little more than act as a parent figure. A normal person is tempted to do this with the disabled."

"Without trying to sound too radical, we have been relegated to the child position, with the normal person acting as parent, for too long now. You can equate our social awakening much like that of the black movement, although ours was quite a peaceful one."

"Can't you just see a legion of wheelchair people throwing rocks at the White House? They couldn't even get up the step to throw a rock!"

According to Ramsey, Joplin is not free from discriminatory areas.

Said the director, "There are things here in Joplin that are inaccessible to the disabled, and I don't mean that if a person can wheel or drag themselves into a building that it's accessible."

"If the attitude at a place of business is cool toward a disabled person, that place is as good as barred for him."

Said David, "I like to dance, camp, do all the things my peers like."

"If I can show that to other people, show them that there are more similarities than differences between the disabled and the average person, then maybe they will say, 'What's so different about him?'"

### Pace test to be given

The PACE Test, or the Professional and Administrative Career Examination, will be given sometime in November. The test is used by the federal government in hiring civil service employees in all departments of the government.

In order to take the test, call toll-free 1-800-892-7650. An application will be sent you with the exact date of the test and location.

## Teachers' exam set to be given Nov. 11

National Teachers Examinations will be given on the Missouri Southern campus on Nov. 11.

Scores from the examinations are used by states for certification of teachers, by school systems for selection and identification of leadership qualities, and by colleges as part of their graduation requirements.

Educational Testing Service, which prepares and administers the tests, says they are designed to measure knowledge gained from professional

and general education in 26 subject-matters fields.

Bulletins describing registration procedures and containing registration forms may be obtained from the Dean of Education, Missouri Southern, or directly from the National Teachers Examinations, Educational Testing Service, Box 911, Princeton, N.J. 08541. Deadline for registration is Oct. 11. On-the-spot registration is not permitted.

### Spelling is new but not the club

Newly reorganized, the Association of Womyn Students strives to resurrect "the feminist spirit and to explore needs of the womyn's community," according to a spokesperson for the organization.

She also explained that "womyn" is an acceptable contemporary alternative spelling.

The campus group seeks to research and act upon sexist imagery in media and society, the status of "womyn's athletics," and to conduct an inventory of female faculty in all departments compared to the ratio of female students in those departments.

Persons interested in membership should contact Dr. Rosemary Curb in Hearnese 310.

## Campus housing

(Continued from page 1)

which discussion is underway anticipating a new development. Dr. Glen Dolence, dean of student personnel services, and Doug Carnahan, the dean of men, depicted their major concern as being a development more oriented toward an apartment or efficiency type complex which would be adequate for older or married students as well as regular dorm students.

Alternatives to the standard dorm is what the student personnel administration are considering, trying to hit a middle ground in the type of housing as well as the cost. They anticipate that the cost run a bit higher than the dorms but much less than area apartments might. In the discussion with the Springfield developers, a main concern will be that the housing be reasonable and affordable and comparable to the amount of annual money flow through the average college student.

The Springfield firm will arrive at Missouri Southern to survey the interests and pick up general information, which Dr. Dolence is compiling, as to the numbers of male, female and married students and the percentage of full time students on campus. This information will give them insight as to what type of building and the number of accommodations that would be utilized.

In the coming weeks, the involved administration will distribute to the students a survey to pinpoint their interests not only in the demand of

housing but in the type of development and recreational accommodations that will adjoin the anticipated site.

THE STYLE of the housing could range from a regular dorm type to a kitchenette or efficiency to a multi-bedroom apartment. The survey will question the student body's degree of interest in each type as well as in recreational demand.

There is a definite trend for students to live on campus where as in the past, it was to rent an apartment. With the inflated costs of housing, utilities, food and general expenses, students are finding it is more economical to live on campus.

The growth of the college depends greatly on the available housing and although Southern does get a large percentage of the area high school graduates, there is hope to reach out

and attract students from metropolitan areas.

The growth of the college depends greatly on the available housing and although Southern does get a large percentage of the area high school graduates, there is hope to reach out and attract students from the metropolitan areas.

Many students living in Joplin wish to move from home but have no affordable alternative and remain at home. A new apartment-like unit would allow a near campus resort for those students and for those who live several miles away as for older and married students.

If a decision is reached between Dr. Billingsly, Dr. Dolence and Carnahan and all the administration involved with the Springfield firm within the next two months, construction could begin immediately and be completed by the fall of 1979.

## Title IX

(Continued from page 1)

IN ORDER TO spend more time with the new federal regulations, Myrna McDaniel Dolence, dean of women, has been appointed campus representative for Title IX and affirmative action. She replaces Ann Slanina, associate professor, at the post.

Explained Billingsly, "We thought we should have someone who is not involved in classroom teaching to

take care of this. It can be very time consuming."

Dolence will spearhead a grievance committee that will take complaints from students or faculty members who feel they have been discriminated against, in accordance with regulations.

Dolence may be reached at 111 N. Penn. St., Webb City, 673-1707 or on campus in Hearnese Hall, Room 120, extension 221.

## Library gets \$150,000 extra funding

Missouri Southern's George A. Spiva Library this year received \$150,000 in special funding from the state.

This is the result of a recommendation made by the Department of Higher Education (DHE), with the Coordinating Board of Higher Education (CBHE), that the holdings of Southern's library be increased. The Governor and Legislature appropriated the \$150,000 for this purpose.

Missouri's CBHE reviewed the materials available at the Spiva Library pertaining to the different

degrees and classes offered at Southern. Their findings were compared with the American Library Association standards and it was recommended that the holdings be increased.

"This does not mean that Southern has an inadequate library for a school of its size," explained Dr. Paul R. Shipman, vice president for business affairs, "because the ALA sets exceptionally high standards."

Shipman also noted that this is a "one-shot thing," then added that the Spiva Library may benefit from

another special recommendation next year.

Missouri Southern's library committee met last week to discuss how the money will be spent. Each department may request materials pertaining to its field. Included may be books, micro-film, micro-fish, audio-visual aids, and back issues of periodicals.

There should also be no problem with spending the money this year, according to Elmer Rodgers, head librarian. In fact, some \$30,000 has already been spent and \$70,000 more in materials are on order.



# the ANSWER MAN

By JIM McDONALD

## Noon time blues. . .

Dear Answer Man:

Why is nothing open at Southern during the noon hour? Several people I know, including myself, who work during the day or have an otherwise tight schedule, have a hard time catching anyone in the offices. Couldn't they at least have one person in offices to answer questions?

Yes, they can have someone in the offices, and they're supposed to anyway, and there will be someone from this point on. That's the word from Dr. Paul Shipman, vice president for business affairs. He told me they were well aware of the noon hour conflict and had made it a policy to keep someone in the offices. However, he wasn't aware that this policy was being ignored by some offices. He assured me that Dr. Billingsly was very insistent on this matter and that the problem would be corrected.



## Troubles and pressures. . .

Dear Answer Man:

What do you feel about the kind of troubles and pressures forced on the average and semi-devoted student? At times it seems as though I'll never see the light at the end of the tunnel.

P.S. I just want the hell out of this place.

The troubles and pressures being "forced upon" you are the same as for the classmates around you. The difference between you and them is probably your "semi-devotedness." It sounds as though you expect a college to immediately lift you to new plateaus of elite society, and chances are good to very good that it won't until about time of your master's degree. Unless you can dredge up a little enthusiasm for long-term goals, and if you really want the hell out of this place, I'd say drop out, buy a 280z, get a monogrammed cokespoon, open your shirt to the navel, and try your luck for a little while

# Student Senate acts to fill class vacancies

Members of the Student Senate focused mainly on the filling of committee positions in their meeting last night. Also the Senate filled positions that were not filled during the elections of Student Senators and class officers during this month's elections.

In other business the Senate discussed office hours and assigning members to work election booths during the Homecoming elections.

Several committee positions were open and senators volunteered themselves to these committees. Most important of these committees to be filled were the appointments to the Faculty Senate ad hoc committee on evaluations. To be on that committee a person must have at least 60 hours of credit at Missouri Southern. Named to that committee were David Meadows, Student Senate President and Greg Christy, junior class president.

Several other committee appointments were made but President David Meadows stressed the importance of the Public Affairs Committee. Said Meadows, "This is a very important committee in that we need better communication with the students. We don't know what they want and they don't know what we are doing. So this committee is very important and will have a lot of work to take care of."

Next up for discussion was the filling of several open seats on the Senate. Appointments were made for positions on the Senate and class officers. One new Senator was appointed and officers were appointed for the sophomore, junior, and senior classes. However, the most important of these positions filled was that of vice-president of the Student Senate. That position was filled by acting vice-president Mike Monteleone.

Kathy Lay, Student Senate secretary, next gave a brief outline of Senior Day activities to be held Oct. 9-11. She at that point told of the tours that would be held for the seniors and of the awarding of presents to the seniors. Senators were then asked to help with the program. Said Lay, "We need people to help us with this; so if you just have a few minutes during the day, please try to make an effort to help us out. If you see one of these seniors walking down the hall, stop and talk to him about the college."

In other business the Public Affairs

Committee was put in charge of assigning people to man the election booths during the homecoming elections. Also time was given to discussion of office hours for the Student Senate office. However, no decision was made.

One major topic was talked of during the meeting; that topic was the cross walk situation. Cross walk Committee chairman Robert Muxux gave a short up-date on the situation.

## 18 mid-semester classes offered in basic general education areas

Students interested in enrolling in any of the 18 mid-semester courses to be offered beginning Oct. 23, should report at 9:30-11 a.m. Oct. 18 or 19 to the third floor of the College Union.

There will be no charge to full-time students already enrolled in school. Fees for new and part-time students is \$17 per hour.

Courses offered include:

Art 110, Intro. to Art, meets daily at 3 p.m., 3 hours credit;  
Hist. 110, U.S. Hist. 1492-1877, meets daily at 1 p.m., 3 hours credit;  
Eng 101, Composition, meets daily at 3 p.m., 3 hours credit;

By CLARK SWANSON  
Editor

Citizens in the southwest part of Missouri often find it difficult to attract physicians to their small towns of Southwest City, Jane, or Noel. This results in one or two things. Either they drive 25 to 50 miles to Joplin for health care or they go without. This shortage of qualified physicians has been a problem for years and many feel it will continue for several years to come.

Said Dr. Donald Patterson, "It is rough to practice in a small town such as Southwest City. People expect you to work seven days a week and often there is no one to cover your calls on the week end. That is one of the main reasons it is hard to get a young doctor to go practice in a small town."

Relief, though, may be close at hand through the efforts of Dr. Patterson and Dr. Mary Magee. Together they have applied for a government grant that would help young doctors set up a practice in a small town such as Southwest City.

Explained Patterson, "What we could do if we received the grant is offer the young physician a competitive salary of \$50,000 a year. However, the physician would not have to live in the town he is to practice in. He could live in Joplin, for example, and drive to that city here where he is to practice."

With the receiving of the grant the Four State Health Service Corp. would be set up. And it would work

something like this. Doctors would be recruited and would be paid \$50,000 a year to practice in a town such as Jane or Noel. The Four State Health Service would pay his salary and the working expenses of his clinic. His clinic would be subsidized for no longer than three years; after that his practice is on its own.

Then any profit he would make would go back to the Four State Health Service. That money would then be used to start new clinics in other small towns.

Said Patterson, "We could do with the grant or with private funds, but it would be easier with the grant. If we don't do it now the government will do it later in the form of a national health insurance plan. And then you would have socialized medicine."

Dr. Patterson went on to explain the difficulty in attracting new doctors to those areas. "When a young doctor gets through with his residency he has the option of going anywhere he wants to. So why go to some small town which he thinks has nothing to offer him when he can go to San Francisco or Springfield? And we've found that if he has a wife she plays a major role in deciding where he goes to practice. You know, a doctor tells his wife they are going to some place like Noel and she says 'you are crazy'."

"Not that Noel is a bad place or anything, but when you're young you want to live in a larger city. So by having them live in Joplin they can get the benefits of a large city. And after they practice in a town for a while, hopefully they will want to move there after they find it's not a bad place to be. Like I said, when I was a young doctor I didn't want to live in a small town either. But now I wish I owned 20 acres down around Southwest City. So we hope after a few years they will take that attitude."

BESIDES A GOOD SALARY young doctors also want time to enjoy the things they have worked for. Said Patterson, "That is one problem because when a doctor works in a small town he usually has a solo practice. So he wants someone to cover his calls on some days so he can have some time off."

How does one convince a young doctor to join this program? Explained Patterson, "You give them every

thing but your wife and bird dog Blue. You just have to put together a package and present it to them. You offer them transportation, vacation, paid malpractice insurance, job security and a personal insurance package. You give them all these things plus their salary and coverage. Towns don't attract doctors. Doctors attract doctors. With the doctor shortage the way it is, it is a sellers' market."

"It is just like a big corporation recruiting top executives. You have to make your bid competitive with the others bidding."

Dr. Patterson and Dr. Magee will finalize the application this month. The results should then be known by December. The application will be sent to the Department of Health Education and Welfare. Along with the Four State Health Service application one other will be sent also.

THE OTHER IS FOR the Home Health program. Under this program nurses would be hired to go to homes in rural areas to give assistance at a person's residence.

Said Patterson, "They are all nice towns in that area, but I believe it is the only way we will get medical service down there." He went on to say, "I have had communication with the governor's office about this mat-

ter and they seemed interested in it." Furthermore he said, "Making out the application with all the details has been a frustrating and complex matter. I just hope it goes through."

Dr. Patterson has been working on the project for about six months and a board of directors has already been set up for the Four State Health Service. Erin Chase of Southwest City is chairman of the board.

Support for the project has apparently been good. According to Patterson, "I have had nothing but enthusiasm and encouragement toward the program expressed to me. Some Joplin doctors have said that they will cover for them at times."

Dr. Donald Patterson came to Joplin in 1955 and was raised in Neosho, Mo. And he gave many reasons for wanting to help those people in that area. Said Patterson, "Some one has to do it. And I guess I want to help pay for the air I breathe."

He continued, "When I lived in Neosho there was an old doctor who took care of me when I needed help, and I guess maybe I want for some kid in one of those small towns to have a doctor to help him. You know if this doesn't go through, the only people who will be hurt are the people down there who need it."

## NEXT?

By LORRY YOULL

WHAT

WHAT NEXT? — Events on campus for the coming week will be listed in a calendar each issue. Basis for the listings will be the college's master calendar in the College Union director's office. Clubs and organizations not having their activities listed on the master calendar should submit their events to The Chart office by noon of the Friday preceding publication date. The name of a responsible person to contact for further information or verification should be included.

The KOINONIA Prayer Breakfast will be at 7 a.m. today in the College Union Faculty Lounge. Later today at 11 a.m. there will be a Fellowship Lunch at the College Heights Church.

The Women's Volleyball team of John Brown University will be in town at 7 tonight to take on the Southern LADY LIONS.

At 7:30 tonight CIRCLE K will meet in the Police Academy Room 118.

LAMBDA ALPHA EPSILON will meet at 3 p.m. today in Room 124 of the Police Academy.

The SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT (SAM) will meet at 7 p.m. today in Room 102 of Kuhn Hall.

HOMECOMING QUEEN CANDIDATES will have their pictures taken at 3 p.m. today in the College Union Ballroom.

In connection with the Continuing Education Program, the UNITED CHRISTIAN FELLOWSHIP is sponsoring a series of seminars focusing this week on Skill Clustering Activities. The fourth in a series of 10, the meetings will be on consecutive Thursdays from 1:30 to 3 p.m. in the Conference Room of the Ecumenical Center or on Monday evenings from 7-9 in Hearn's Hall, Room 209.

The Missouri Southern GOLF TOURNAMENT begins tomorrow at Briarbrook Country Club.

At 8 p.m. tomorrow the BAPTIST STUDENT UNION is meeting at the BSU Center for worship, praise, and fellowship. They meet every Friday at 8 at the BSU Center. BSU is also holding OPEN HOUSE for all administration, faculty, and staff from noon until 4 p.m. the same day in the BSU Center. Free Pepsi will be served.

At 2 p.m. Saturday the Southern SOCCER LIONS will take on Columbia College in Columbia.

The FOOTBALL LIONS will host Wayne State College at 1:30 p.m. Saturday at Hughes Stadium.

William Jewell College will be in Joplin to play the WOMEN'S VOLLEYBALL team at 7 p.m. Saturday in the gymnasium.

A cookout and card party is being held Saturday by the UCCF immediately following the football game at the ECM Building.

SPIVA ART CENTER is sponsoring "PhotoSpiva 78" beginning at 2 p.m. Sunday and running through Oct. 28 at the Art Center.

"Dealing With Divorce" is a nine-session seminar sponsored by the UNITED CHRISTIAN CAMPUS FELLOWSHIP. This week's meeting is at 7 p.m. at ECM Building on Tuesday.

CIRUNA will hold its weekly meeting at 12:15 p.m. in the Library.

The motion picture TOMMY will be presented by the College Union Board at 7:30 p.m. Tuesday in the mezzanine of Taylor Auditorium. Admission is 50¢.

AWS will hold its weekly "Jesus Hour" at noon Tuesday.

Charles West is still accepting contributions for THE WINGED LION. These contributions may be turned in to him between 2:30 and 3:30 Monday through Friday in Hearn's Hall Room 316 before Oct. 13.

Student Senate will meet at 5:30 p.m. Wednesday. The College Union Board will meet at 3:30 the same day. Both will meet in the College Union.

## Accounting Day activities set for Thursday, Oct. 26

Accounting Day activities have been scheduled for Thursday, Oct. 26.

Students from Crowder College and Missouri Southern will meet at the Student Union. They will then be bused to visit one of the local firms.

Later a luncheon will take place at the College Union. Larry Ellison a CPA from the Baird, Kurtz, & Dobson Accounting Firm of Springfield will be the speaker.

"We try to help future accountants make up their minds on whether they would like accounting," said Carl Finke, associate professor of business administration.

The activities will be sponsored by the Southwest Chapter of Missouri Society of CPA's and by the Joplin Tri-State Chapter of the National Association of Accountants.

technology, or leave their name and address with the secretary.

Any students wanting to participate in a similar course may enroll in a Military Science marksmanship block course this fall. Registration dates are Oct. 18, 19.

all interested persons are encouraged to enroll as soon as possible. If interest remains high, there will be a second course offered at a later date.

Faculty and staff members interested in the program should contact James Maupin, dean, division of

## Police academy pistol range to be available for faculty, staff use

In response to the interest Missouri Southern faculty and staff members have expressed in marksmanship and the use of handguns, the pistol range at Anderson Police Academy will be made available for their use beginning next week.

Starting Monday, a basic handgun/marksmanship course will be offered to the faculty and their adult family members. The course is scheduled to run for eight weeks and will meet on Mondays and Fridays from 3 to 5 p.m.

A \$4.00 charge will be assessed each student. The fee covers the cost of targets, ear protectors, and awards to be given at the completion of the course. Ammunition, however, must be furnished by the student. Those enrolled will have the option of using their own handgun, or those furnished by the academy.

The program, which is the first of its kind to be offered to faculty members, will be filled on a first-come first-served basis. Since the class will be filled by the first 24 applying,



# the chart

Missouri's Best College Newspaper

The Chart, the official newspaper of Missouri Southern State College, is published weekly, except during holidays and examinations periods, from August through May, by students in journalism as a laboratory experience. Editorial views do not necessarily represent the opinions of the administration, the faculty, or the student body.

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## Getting underway poses few problems yet for staff

After three weeks of weekly publication, one fact has become obvious: There appears to be not only enough interest, but also enough news to sustain a weekly newspaper. Not that we doubted it, but some of our colleagues and contemporaries on campus had told us there wasn't enough happening at Missouri Southern to warrant a weekly newspaper.

Well, if the past three weeks are any indication of what the future holds, we will remain "swamped" all year long. We have been deluged with news items, requests for pictures, and requests for news stories. Hampered by late delivery of equipment the staff found itself working three night until 11 o'clock trying to get caught up. It did not work. Some staff members had to work the following Saturday.

So what we want to say is this: If you have submitted a news item and it has not yet appeared in The Chart, please don't give up on us. We are trying to get all relevant material filed into our computer banks ready for use. But we are behind, and we may remain so for some time. We also are still experiencing some technical problems and occasionally we may lose a story. So, please be patient with us. Our staff is small but dedicated and is pledged to do the best job it possibly can.

It would also be appropriate at this time to express on behalf of the staff of The Chart appreciation to President Billingsly and other members of the administration who made possible the purchase of our new computer system. We are now the best equipped newspaper in a state college, and we shall strive to make the newspaper worthy of this distinction.

## It's a waste of energy

Waste is a terrible thing. This country of ours wastes more goods and resources than any other in the world. And since we are citizens of this great country we waste things also. But let's bring this statement a bit closer to home and look at what we are wasting here at Missouri Southern. More than anything, we waste human resources.

And that, my friends, is a terrible thing to waste. We the students and faculty waste ourselves. We often shy away from certain projects and activities because they are "too difficult to execute." Instead we choose to just sit around and bitch about what the others did.

That is not apathy, for you are in reality doing something for the cause; you are making constructive criticism, so to speak. That is a waste, however, because you are wasting your minds. And that's the greatest waste of all.

Blaine Kelly

## Television has become great national hypnosis

By Blaine Kelly

For myself, television has become nothing more than an instrument for self-hypnosis. Once you're riveted in that lotus position, with your liquid eyes beaming themselves into the TV screen with trancelike intensity, you find yourself in a transcendental state of meditation where you fly beyond the realm of physical sense and into a supra-sense reality.

It's no wonder that average viewers are known to tune in to one channel all evening, because with television they experience a captivating universal mysticism that can be abruptly halted by the changing of stations. Occasionally, one of those loud commercials happens to jolt them back to a semi-reality—reminding them that their throat is like a sun-parched desert. So the viewer visits his icebox, pulls out a Coke, and continues to numb his senses with "Laverne and Shirley."

Somewhat I keep wondering who these people are that compile the ratings; who these executives are that programmed primetime; and who these fools are that keep high noise-level and little-substance shows like "Happy Days," "Laverne and Shirley," and "Three's Company" at the top of the rating's scale.

There's got to be more to television than meets the eye. I think it has gone beyond entertainment to become a ritual—a religion.

Television is our major link with the outside world; it is the thread that forms an instant interweaving of communication among our inhabitants. We have come to depend upon it so greatly—not only as a source of information, but also as a vantage point from which to set our life-styles, values and norms—that advertisers are taking advantage of the situation and subjecting us to a brainwashing of propaganda that hails materialism as the all-endowing satisfaction in life.

The new deity is the Pillsbury Dough Boy, or the talking toaster in those Pop Tart commercials. Everyone's attention is drawn toward dirty spots on the glassware; with wonderlust, people gather for the observance of shiny dishes, or to discuss the many pleasures they've derived from some item. All happiness is framed around one central material object. With jingles like "Tab—you're beautiful to me" and "Coke adds life," I feel like we're being audio-visually drummed into believing that it's possible to buy vials of beauty into chunks of life.

In advertising, we're represented

as those who worship inanimate commercial objects; we're more concerned with materialistic things than we are people. Advertising people are trying to say: you can find happiness in materialistic objects because you possess and control them, whereas real people are often a bother and don't always react the way you want them to.

We are all participants in this ritual, as if we are part of a new, ultimately commercialistic religion; we watch television, and are subconsciously influenced by radio and magazine ads.

The easiest way to sell a new product is to create a demand for it by making people believe that they need and want it, and by appealing to the emotions—tugging on different strings to accommodate age-group and status diversity. And one way to do this is through a televised mind-control campaign which is most specifically aimed toward youth, where its influences are carried through to adulthood.

Why is the hamburger such a hot product in Japan? Marketing practices and the power of suggestion have a lot to do with it. Massive campaigns geared toward converting small children into the most popular food in Japan. There are around 20 McDonald's restaurants in Japan,

much too busy to be bothered with what is happening at school, fail to reinforce what they have learned. Instead, we grab a six-pack and belch and scratch our way through hours of garbage on the "boob tube" presented by a bunch of slick con artists.

Education is more than learning the A, B, C's. Ideally it's a teacher-student-parent relationship designed to mold character, develop skills, build confidence, and motivate young individuals. Unfortunately, too many parents fail to recognize their responsibilities, and like the man who attacked the school superintendent, they only take action after it's too late.

The time to act is when a child is having problems. But, and due largely to the fact that we have lost the family as a unit in America, we just don't care anymore about problems. We just ignore them until it's too late, and somehow feel that the answer to every problem is to just buy them more and more, and that solves everything.

If we, as parents, do not instill in our children the moral fibers of life, and the tenacity to survive, then we have failed miserably. If they do not know right from wrong, then we should not have had children to start with. It has always struck me as strange that we are required to study and take tests on just about everything we do. Yet when it comes to marriage and having children, we are all experts. Of course, nothing is further from the truth.

## Charttalk

We see the fence is still up. . . .

Ask any Chart staffer. The computers are easy. Yeah, just like any

fifth grader can fill out a 1040 tax form.

Most of the classes have had their first test by now. The results are in.

Steve Smith

## Time has finally come for marijuana reforms

By STEVE SMITH

How strange this world is: injustice raises its ugly and menacing head; people rage against it; the issue boils for a time, and then, for whatever reasons, the loud voices diminish and the great controversy of today becomes just another memory.

And, a few months, years, or decades later, the same question stirs people again and, if we're lucky, maybe by that time, the voices and the attributes will have changed and some constructive action can finally occur.

All this is leading up to something. But before I get to the point, I would like to tell you about something that happened not too long ago. I was in Kansas City, at the time, waiting at Arrowhead Stadium for the gates to be opened for a concert by a rock group, whose name I will not mention

at this time, the Eagles. Several associates and I were standing in the sun, drinking beer in back of the light blue Rambler wagon we had ridden up in when a girl, carrying a tin can, approached us. She wasn't the most beautiful girl I've ever seen but she seemed nice enough in her own way. "Hi," she said, "I'm collecting for NORML. Would anyone like to make a contribution?"

That's where it happened—in Kansas City, on one late summer day, I gave my first few cents to the movement for the decriminalization of marijuana, which has led me, along with one other event, to begin thinking again about drugs, something that hadn't crossed my mind since personal health class.

NORML, as you probably know, stands for the National Organization to Reform Marijuana Laws. Originally the "R" meant "to repeal" until Ramsay Clark suggested the change to founder Keith Stroup in a lobbyist-sympathizer conversation the two had a few years ago. Beginning with a \$5,000 grant from the Playboy Foundation in 1970, NORML has since grown into a much larger though still modest-sized organization. Stroup, the leader and founder, addressed students of Missouri Southern in a convocation a few years ago.

The other event I mentioned in passing which caused me to start thinking about marijuana again was of a more serious nature. It concerns the continued imprisonment of a 21-year-old man, a former student at Southwest Missouri State University in Springfield who was arrested at age 19 for a sale of a pound of marijuana, plea-bargained down to a charge of selling a few ounces and subsequently was sentenced to 12 years in jail. Now, due to various circumstances, he still has about seven years left to serve. His case brought attention this summer, when the young man requested the aid of the governor in helping him in his plight. Our governor, "Walking Joe" Teasdale, summarily turned him down, explaining that he could see nothing wrong in the way the case had been handled. That evidence of Teasdale's limited thought processes is just one more reason why I won't be voting for his re-election.

The question reawakened was this—should marijuana penalties be reduced here as they have been in varying degrees in more than 30 states already? Actually, the process could be effected in one of two ways—legalization or decriminalization. Legalization means smoking grass is not a criminal offense and that it could be sold commercially like cigarettes and alcohol. To me, this open market approach doesn't seem like the best possible solution. "Decriminalization" is the key word. As Stroup explained in an interview a few years ago, "It means that you stop arresting people for smoking marijuana, while maintaining a criminal prohibition against sellers. Smoking is still discouraged but the penalty, if any, is a fine, not jail enforced, with a citation rather than an arrest."

This seems like, although not an ideal, at least a prudent first step. Without trying to become an apologist for dealers such as the young man from Springfield, penalties for pushing should be reduced somewhat, too. A heavy fine and six months in jail or so might be more reasonable for selling a pound of pot—more reasonable anyway than a 12 year or five year sentence. Several major studies, including ones made by the Consumers Union, the Drug Abuse Council, and the U.S. Army have agreed that smoking marijuana causes no serious physical or mental effects. In the light of those findings and widespread illegal usage, long-term sentences for possession and sale of small quantities can only be termed "cruel and unusual."

Attitudes have changed and laws should change. I don't advocate usage of marijuana by anyone. I know many people who have never smoked it, which is fine and dandy by me, as long as they're not self-righteous about it. I only wish that Teasdale and the other legislators who sip martinis every evening and regularly get plastered at cocktail parties, could realize the hypocrisy of keeping harsh laws on the books that toss some perfectly good people in jail with hardened criminals, for innocuous offenses.

The penalty for possession should be a civil citation, with a hundred dollar fine. Anything else, at least for a first offense, is excessive. And people who don't know anything about marijuana should be educated about it.

Drop slips, anyone?

Whatever happened to yellow journalism?

Support your local administration. Stage a walkout.

We heard that some of the offices are supposed to stay open during noon hour. Oh, yeah?

Vote John Belushi for President.

What this college needs is a good radical.

Vote Clark Swanson for Homecoming Queen. (Just teasing, Cluck. [sic.]

Are there no liberals left in the world?

Life hasn't been the same since Elvis died.

Our mail has been slack lately. What's the matter? Hasn't Allman offended anyone yet? He's trying, very trying.



# Old-time religion gets new look as media reveal

By MARY GLAUBER  
Chart Staff Writer

A hush falls upon the audience as the lights go on to reveal a stage worthy of the Metropolitan Opera. On the stage the tall reassuring figure of a man stands with his arms outstretched. His eyes closed, he prays for the bride and groom who kneel in front of him. "Kiss the bride; Jesus loves you." This is not another TV spectacular. It is a regular religious program.

We have entered a new age in Religion, the age of selling Jesus through the media. The trend through the 70s has been away from the mainline organized churches toward "Evangelism." Now, however, the market is open; Conservative Protestantism, that is fundamentalism and/or evangelism is joining the race. Roman Catholics are coming on strong. What are the stakes of their race?

There are 61 million Catholics in the United States; 12 million of these are "fallen away." Some 72 million are Protestants who attend church and 11 million are members of non-Christian religions (Buddhists, Jewish, etc.). This leaves 68 million who claim no church, plus the 12 million elapsed Catholics.

More than 80 million Americans or 40 percent of the population are the stakes. According to a Gallup poll in April of this year, 41 percent of Americans had not attended a regular church service in the last six months.

These are the people who may be reached through the media. A prize worth fighting for and worth spending many dollars on, as we shall see. The selling of religion has become Big Business. In this age of electronics, inflation and liberalism, religion is a commodity on the market. Who will be the biggest salesman? Radio and TV are two of the means through which these 80 million will be reached and given the "Good News."

According to Dr. Ben Armstrong, executive secretary of the National Religious Broadcasters, there is one new Christian radio station in the United States every week. One new Christian TV station appears every month. He claims there is a regular audience of 115 million radio listeners and 15 million TV viewers. No wonder the market is so valuable.

Almost every major city has a Christian radio station such as KOBC in Joplin. Fundamentalists were the first to enter the radio field; now charismatics and secular people are dominating the field. The stations have become more sophisticated in their programming. Music, news, and interviews share the spotlight with commercial religion.

*"While radio evangelism has been a staple of conservative Protestant outreach, much of the drama of salvation is being played out on television. Various church and independent groups with ample financial backing have begun to utilize the video medium with new sophistication and technical skills."* [Christian Century, March 29, 1978.]

A new star has appeared on the horizon; Christian television has come of age. Television is the greatest commercial means of reaching these 80 million candidates for conversion.

*"Christian television, on a national scale, is moving from the Sunday morning 'ghetto time block' and into the mainstream of American viewing habits."* [Saturday Evening Post, May/June 1977]

Leading the way is the Christian Broadcast Network headed by Pat Robertson. Robertson purchased a UHF station in 1961. Since that time, his company has grown to include several radio and TV stations and a 20 million dollar corporate headquarters in Virginia Beach. The CBN now owns an earth satellite that provides simultaneous transmission to its 80 affiliates around the world.

The center of Pat Robertson's media is the 700 club. Upon tuning it in for the first time, you may feel you have tuned in a late night talk show. The format is smooth; the stars are big names. The only difference is the toll-free number flashing across the screen. One million people call in on fifty 700 clubs around the country. Some 7000 accredited volunteers refer them to local pastors for counseling.

The PTL Club is another successful talk show hosted by Jim Bakker in Charlotte, N.C. The PTL (Praise The Lord) Network has been so successful it is building a 100 million dollar complex in Fort Mill, S.C. to house operations. Network revenues in May, 1978, were 3.4 million, up 100 percent from a year ago.

Showmanship is the name of the game for some. Robert Schuller conducts his Bible show 'Day of Discovery' from a drive-in church near Disneyland. A new 15 million dollar Crystal Cathedral with 10,000 glass windows is being built. The Hour of Power morning service of Schuller's Garden Grove Community Church strives to reach the unchurched and bring them within reach of the gospel.

The appeal of fundamentalist Christianity can be seen on Jerry Falwell's "Old Time Gospel Hour." It originates from the Thomas Road Baptist Church with 260 outlets and 15 million viewers. It also has four educational institutions: Liberty Baptist College, Liberty Baptist Seminary, Thomas Road Bible Institute, and Lynchburg Academy. Falwell specializes in outdoor broadcasts from Liberty Mountain, the site of Liberty Baptist College. Here, in spectacular pleas for assistance, he

envisions his students going forth with their Christian education to redeem a sinful society. This week he is asking for 5 million dollars to aid his efforts to develop Liberty Mountain.

Garner Ted Armstrong is another TV preacher. Along with his father Herbert W. Armstrong, he heads the worldwide Church of God. Their program "The World Tomorrow" supposedly reached an audience of 30 millions people through 480 radio and TV stations in the U.S. and Canada. They also broadcast throughout Europe and Australia. Their income is 75 million dollars. In spite of this, rumors abound that the church is in debt due to expenses including maintenance of church leaders in mansions. According to Garner Ted:

"We believe in the Bible in the modern way. We use the finest electronic equipment, TV, computers,

jets and everything necessary." [Esquire, Dec. 1976]

Their postal center gave out 40 million pieces of literature last year. Church-owned Ambassador College drains around 20 million a year. In April, Garner Ted planned to close the Pasadena campus and move to Texas. His father then removed him from TV and radio and ousted him as operating head of the Church and the college. Informed insiders speak of a bitter power struggle behind the scenes.

Billy Graham is known throughout the world; his "Hour of Decision" radio program is broadcast over 900 stations. His Decision magazine has a circulation of 4 million; his books have sold over 2 million copies. Billy Graham Evangelistic Association and five subsidiaries had a combined income of 381.4 million in 1977; their expenditures were 41.6 million, leaving a deficit of 3.2 million. His organization is under fire from the

Securities Division of the Minnesota Department of Commerce for failing to supply information about assets and disbursements of funds. In Kansas City recently he discussed the media disclosure of an alleged unpublished trust called the Billy Graham World Evangelism and Christian Education Fund of Dallas worth 23 million dollars.

He was asked by a Kansas City Star reporter if this had hurt his image or crusades:

*"The religious leader responded that the fund had been announced previously when set up initially and that one reporter even had a tape of the announcement. The low profile, he has said, was to avoid giving the impression the ministry was rich and didn't need contributions. 'I think people now understand it,' he said. 'Things like that have a way of passing.'"* [Kansas City Star, Friday, Sept. 1, 1978]

One of the most extravagant efforts to sell Jesus through the media came this spring when the 2 million member Baptist General Convention of Texas launched a \$1.5 million evangelistic campaign called "Good News Texas." Aimed at the 4.7 million non church-goers of Texas, they used ads featuring Eldridge Cleaver, who claimed Jesus Christ can be trusted to untangle a messed-up world and a fouled-up life. Using saturation techniques on radio, newspapers, billboards and prime-time TV, the officials estimated that 12 million Texans would hear the good news at least 40 times in various ways. [Newsweek, Feb. 28, 1977]

Bloom Advertising agency took the job. Said Bloom, "We are trying to sell a product and that product is Jesus Christ." Instead of going after the users of the product, they hoped to reach the non-users—the non-church.

For sheer commercialism, the Christian Yellow Pages may well be the winner. These "born again" yellow pages are published in regional editions in 24 U.S. metropolitan areas. According to W.R. Tomson, national director, about one million copies were printed in 1977 with 10,000-50,000 copies available in each city. Any business people who want to advertise must sign a statement that they have accepted Jesus Christ as personal Lord and Saviour. The idea, says Carl Goebelt, who sells space in the Atlanta directory, "is more or less to keep money within the kingdom. There is a certain margin of profit you have to have to do business, so wouldn't you, as a Christian, rather see this go to help support another Christian who has the blood of Jesus Christ flowing through his veins?" [Newsweek, Oct. 25, 1976]

Born again Christians are using other methods to reach the unchurched. The Southern Baptist Convention has 13 million members whose voluntary gifts in a year equal \$1.5 billion. Sheer numbers and money are talking. They are increasingly dominant in politics and other forms of social action. During the 1976 campaign, Evangelicals predominated; suddenly it became fashionable to be "born again." We now have a born again president, which proves that evangelical Christianity is a religious power to be respected.

We might as well call evangelicalism the child of television. What is the secret of its recent successful sale of religion? Part of the reason for success may be that Evangelism is a movement of the youth. The young of the 60's turned to political action; as the politicians turned sour, they searched for new horizons. The mainline churches did not offer enough personal flexibility to some of them; evangelism did. To the young, media is commonplace. After all, they grew up with TV and toll-free numbers.

The appeal of TV is not limited to the young. People are used to the story-telling of television. It deals with people, their choices, problems and values. It can involve the whole personality of the viewer through in-depth experience. It also communicated with people in the privacy of their homes where they are not threatened in any way.

The mood of our times may be a contributing factor to the popularity of religion. Some evangelists and church leaders feel that this is the prime time to reach these people. In the aftermath of Watergate, disgust with the decay and violence of our times leaves a wide range of people eager to escape the cynical, inflated real life situation and be "born again."

Satiated with an increasingly impersonal world, they are reaching out with open arms to the humanizing experience of conversion. Evangelists hold out the hope of a new world free from the strife and despair of everyday life and full of happiness.

Whatever the reason, for the moment, commercial religion is a big business. It is hard to argue with success such as a Gallup survey in which one out of three adult Americans say they have been "born again." According to that figure, 50 million adult Americans claim to have experienced a turning point in their lives through a personal commitment to Jesus Christ.

Americans also gave 16.54 billion dollars to religious causes in 1977. This figure is up 11 percent from the 14.58 billion given in 1976, a strong argument for the success of media methods in reaching people. These are strong indications that the business of religion is a success.



*The old-fashioned look of religion may be a thing of the past as religious leaders today take on the possibilities of media exploitation. Today more and more religious activities must be "media oriented."*

## 5000 lobbyists descend on Washington

By SUSAN CAMPBELL  
Managing Editor

[Second in a series]

In 1977, over 5000 lobbyists opposing abortion were sent to Washington. Abortion has become the campaign issue. The battle rages on.

Last year, five abortion clinics were forced to move after they were fire-bombed. Said one employee, "These people mean business."

Pro-abortion groups, however, mean business, too. National Organization for Women, for one, holds seminars encouraging mothers to consider their own rights when terminating a pregnancy.

Their efforts seem to be effective, since women are turning to abortion as the answer in increasing numbers.

In Missouri alone, abortions were up 17 percent last year over figures in 1976. St. Louis led the way with one-third of all pregnancies there ending in abortion.

These kinds of statistics prompt opponents of abortion to action.

William Ferron, head of the biology department at Missouri Southern, attended a Webb City city council meeting earlier this summer to show slides of fetuses in different stages of development. He went in answer to rumors of an abortion clinic opening in the town.

"I am," said Ferron, "looking at the issue from a purely biological standpoint. I'm sure my upbringing had something to do with my feel-

ings, but in reviewing this, I've tried to be objective and scientific.

"From my studies, I can only say that a baby is alive at conception. At 12 weeks, for example, every organ has developed and only has to grow larger. We see the swallow reflex when the fetus sucks its thumb while still in the womb.

"I won't even try to guess why the Supreme Court decided the way they did."

According to Ferron, since electrocardiograms are used to determine death, they should also be used to determine life. In a fetus, EKG patterns are evident prior to the 12th week.

Birtheright, a phone-in hotline, opposes abortion, too. A trouble-shooter "alternative to abortion," Birtheright was organized soon after the 1973 abortion decision by the Supreme Court.

In Joplin, Birtheright is located in St. John's Medical Center. Services provided by the group include pregnancy tests, educational guidance, medical care, legal advice, adoption information and help with job placement.

According to Frances O'Donnell, secretary of Birtheright, "We offer many things to a woman in trouble. It is a time when she may need some help, so we try to be there in any way we can to encourage her to keep the baby."

Women who call Birtheright talk to trained volunteers. If the woman decides to keep and raise the baby, she may be referred to welfare, a

mutual assist home or a local home willing to take her in.

O'Donnell said the women who choose to have the fetus aborted "usually have been pressured by peers or family and have their minds made up anyway."

Those who decide to continue the pregnancy, but later give the child up for adoption may be referred to the Family Services Office in Joplin, which contacts parents interested in adopting.

In answer to criticisms about the time it takes to complete the process of adoption, Alberta Mathis, who works at Family Services, said, "It all depends on whether you are a parent waiting on a child or someone who has worked in the field and knows how long it takes.

"Our alternative is to rush the whole process, possibly doing an injustice to the child."

Home examinations are the most time-consuming part of the adoption procedure. Family Services carries out extensive home studies of the prospective parents.

Mathis explained that under a new system instigated state-wide, however, placement of a child should take no longer than three months.

"We are finding homes for all children now. Those who aren't placed in regular homes are placed in foster homes. The days of orphanages are just about over," said Mathis.

For hard-to-place children, Mathis said that Family Services carries out searches for parents interested in

caring for youngsters with some physical handicap or who are biracial.

"We don't," she said, "always wait for someone to come to us."

Family Services receives the majority of their calls from women who have chosen adoption as an alternative to abortion. The organization, however, is not related to pro-life groups.

Said Mathis, "We try not to get involved in the issue of abortion. Our concern is in giving a home to children and making sure they are loved and cared for."

Not all organizations opposing abortion are political in nature. Birtheright maintains a nonsectarian, apolitical stance.

Said one volunteer, "We are here to serve, not delve into politics."

Yet politics play a big role in the issue. Missouri Citizens for Life, an exclusively political group, has people working round the clock lobbying against abortion.

In an issue that has no compromise, emotions run high. People are prepared to fight, as evidenced by recent attacks on abortion clinics.

Abortion is not a question that can be decided by a single ruling in court. On one hand, there are the pro-life groups asserting that a fetus has all the rights of a grown adult. On the other hand are the proponents of individual rights, who want to spare the mother.

For now, the battle lines are set.

[To be concluded next week]



# WHERE TO?

By BETH SURGI

## MOVIES

Northpark Cinemas  
FOUL PLAY—(PG) A comedy thriller. Chevy Chase and Goldie Hawn. Matinee at 2 p.m. Saturdays and Sundays; evenings at 7 and 9.

ALMOST SUMMER—Matinees at 2 p.m. Saturdays and Sundays. Evenings at 7:15 and 9:15.

Eastgate Cinemas

THE BUDDY HOLLY STORY—Evenings at 7 and 9.

NATIONAL LAMPOON'S ANIMAL HOUSE—(R) Matinee at 2 Saturdays and Sundays; evenings at 7:15 and 9:15.

THE GREEK TYCOON. Matinee at 2 p.m. Saturdays and Sundays. Evenings at 7 and 9.

BILLY JOEL  
Oct. 18  
Kemper Arena  
Tickets \$7, \$8 reserved  
(ticket information same as Todd Rundgren)

WILLIE NELSON  
with PURE PRARIE LEAGUE  
and RAY WYLIE HUBBARD  
Oct. 19, 8 p.m.  
Tickets \$7.50, \$6.50  
Charge tickets by phone toll free, 1-800-223-1814.

FUNKADELIC  
Oct. 13, 8 p.m.  
Memorial Hall, Kansas City  
Tickets \$7.50 reserved  
(Ticket info same as for Todd Rundgren)

At the Performing Arts Center,  
Tulsa, Okla.  
Season tickets: \$36, \$30, \$24,  
\$15

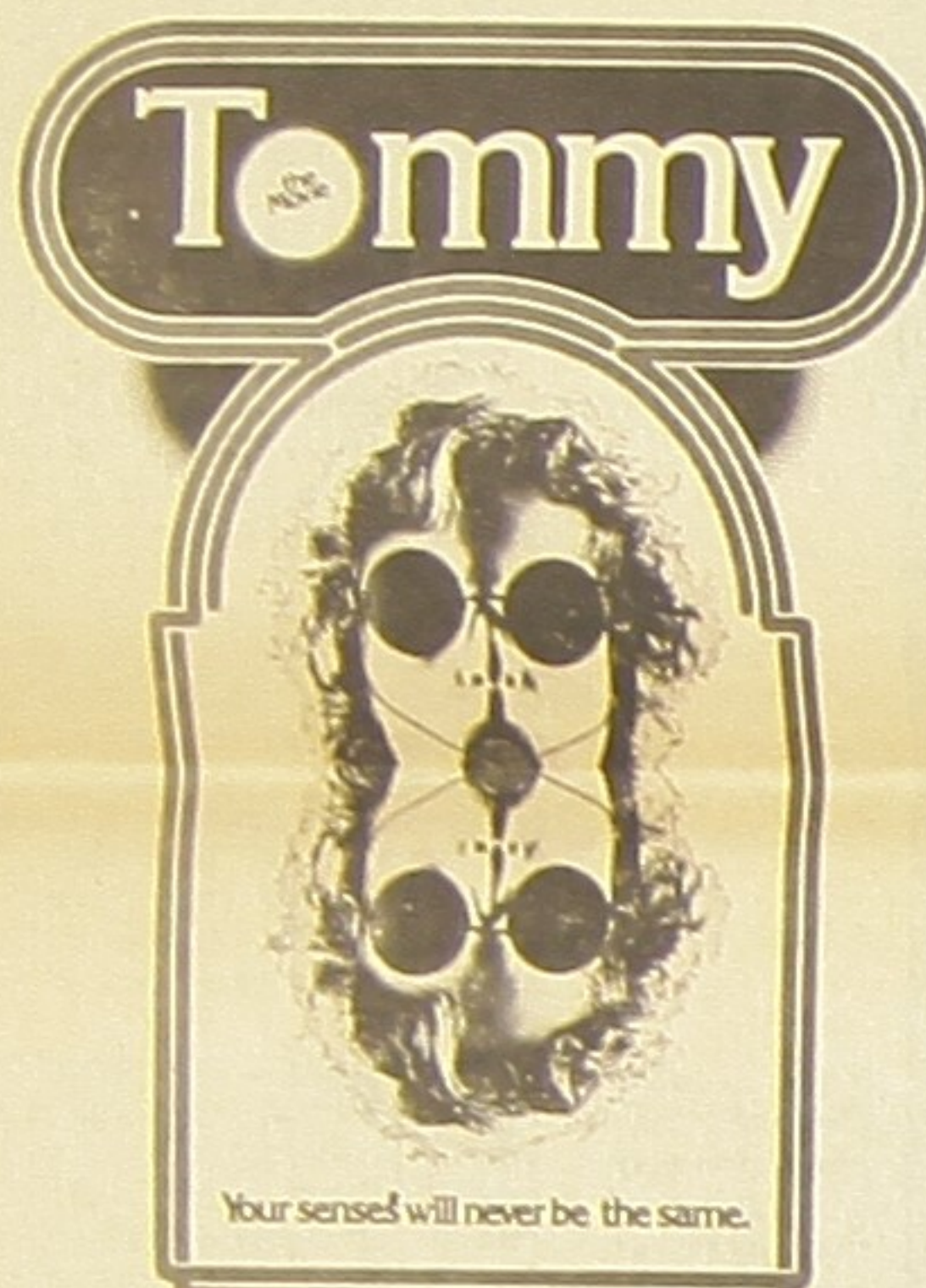
"A Chorus Line"  
Oct. 24-Nov. 8  
Civic Center Music Hall  
Oklahoma City, Okla.  
Send mail orders to Bench-  
Carson Ticket Agency, P.O. Box  
60906, Oklahoma City, Okla.  
63106.

LYRIC OPERA OF KANSAS  
CITY  
"H.M.S. Pinafore"  
Oct. 5, 7, 11, 13, 17  
Lyric Theatre, Kansas City, Mo.,  
For ticket information and  
brochure, call (816) 471-7344

Tuesday

Taylor Auditorium

## Coming Soon



# JOHN BIGGS

## CONCERTS

CHARLIE PRIDE with JANICE FRICKE  
Tomorrow, 8 p.m.  
Kansas City Municipal Auditorium  
All seats reserved.  
\$7.50, \$6.50, \$5.50  
Dial-a-Tick (816) 753-6617

TODD RUNDGREN and UTOPIA  
Plus Roger Powell, Kasim Sultan, John Wilcox  
Oct. 17, 18  
8:30 and 10:30 each night  
One Block West  
(must be 18 years old)  
Tickets: \$7 advance  
Mail order to P.O. Box 3428,  
Kansas City, Mo. 66103  
Send a self-addressed stamped envelope, cashiers check or money order plus 25 cents service charge per ticket.  
Also, Dial-a-Tick (816) 753-6617

HEAD EAST  
Tomorrow, 8 p.m.  
Uptown Theatre  
Tickets \$6 reserved  
For information, call  
(816) 753-1001

YES  
Tomorrow, 8 p.m.  
Tulsa Assembly Center  
Reserved seats—\$7, \$8  
Mail orders to:  
Carson Attractions,  
100 Civic Center  
Tulsa, Ok. 74103  
(Enclose a self-addressed,  
stamped envelope. Checks not  
accepted.)

## ON STAGE

The Best of Broadway on Tour  
Neil Simon's "California Suite"  
Oct. 4, 5  
Individual tickets on sale now  
for this performance at the  
Tulsa Performing Arts Center.  
Tickets \$12, \$10, \$8, \$5.  
Send mail orders to Carson At-  
tractions, 100 Civic Center,  
Tulsa, Ok. 74103. Add 50 cents  
for handling.  
Charge tickets by phone toll  
free 1-800-223-1814.

"The Wiz"  
Feb. 19, 20  
—  
"Your Arm's Too Short to Box  
With God"  
Mar. 14, 15

## VARIETY

STEVE MARTIN with Steve Goodman  
Sept. 30, 8 p.m.  
Kemper Arena, Kansas City  
Tickets \$8.50, \$9.50  
Limited visibility seats yet  
available.

"The Sensuous Immortals"  
Sculpture from the PanAsian  
Collection through Oct. 29  
Nelson Art Gallery  
Kansas City, Mo.

The Ice Follies  
Oct. 4-8  
Kemper Arena, Kansas City  
Tickets \$7, \$6, \$5  
All seats reserved  
For ticket information, call (816)  
842-2480

RCA Circuit Championship  
Rodeo  
Oct. 6, 7 at 8 p.m.  
Oct. 7, 8 at 2 p.m.  
Tickets \$3, \$4, \$5  
(reserved seats include fair ad-  
mission)

Ice Capades and Tulsa State  
Fair  
Sept. 29-Oct. 4  
Tickets \$4, \$5, \$6  
Fair admission included in  
ticket price.  
Available at Pronto Stores.

Jim Allman

# 'Buddy Holly Story' o.k. it's critics who're wrong

By JIM ALLMAN  
Chart Film Editor

Several years back, in that fabled oil mecca of the American midwest, Tulsa's very own TV-8 ran a series (I describe it loosely) entitled "Mazeppa's Uncanny Film Festival and Camp Meeting." Being a long-time advocate and staunch supporter of the local cable system I would watch this show, relishing in the earth shattering blows it dealt my post-pubescent state of being. God, it was funny.

The "Camp Meeting" became a way of life, offering humor and salvation all at the same time. Every Saturday night I purposely checked my date in early, happily avoiding the frustration not uncommon to the young male animal, and logged myself in before the tube awaiting the latest message of my very own messiah.

Mazeppa, like all great denominational leaders, had disciples. Among them were Teddy Jack Eddy (always pronounced quickly—Teddyjackedy), Sherman Oaks, and the mad Danish pianist, Dag Toulouse. Well, like all great religions, their evangelical tent collapsed and the speakers of the word stole away in the night like thieves. Happily, I might add, on to greater and far better callings. Gailard Sartain, or Mazeppa, is cur-

rently enjoying his status as the deputy sheriff-fry cook/truck driver on "Hee Haw" and Dag Toulouse eventually claimed to be the real Victor Borge. Teddy Jack Eddy, though, has been the one who has really established himself in show business. Now billing himself as Gary Bussey (you will recall him as the coke dispensing road manager in "A Star Is Born" and as the eldest son of Jack Elam in the unfortunately short-lived TV series "The Texas Wheelers.")

Whatever, he also assumed the identity of Buddy Holly and is pretty damn good at it.

I'm perfectly aware that every other major film critic gave "The Buddy Holly Story" the kiss of death, but, by God, The Chart is one newspaper that's holding out and going against the grain. We haven't forgotten where we came from and we will keep supporting our children until our last agonizing breath. All right, granted, the movie teeters but Bussey, for all practical purposes, is a hometown boy and undeserving of the bad press the film is receiving. Hell, you read it in Rolling Stone but remember, in the interview Chet Flippo said he liked the kid. As far as I'm concerned, the punk who reviewed the "Holly Story" for Stone is the kind of person who watches the Memorex commercials hoping Ella Fitzgerald will shatter instead.

As Holly, Bussey comes across the screen well. He is blessed with a quiet, unassuming attitude which lends credence to the characterization when Holly is offstage, but when handed a Fender and placed in front of the lights Bussey explodes, establishing a precedent only Nugent could live up to. What a rocker. He is synchopated melody—crashing sound.

As a movie, there are faults. Too damn many to ignore. For starters, it's thirty minutes too long, friggling inaccurate and bogged down by a variety of diversions which the producers felt essential to the plot. But I'll gladly go to its defense pointing to the excellent portrayals by the movie's star and supporting cast. Bussey is backed by solid performances from Donald Stroud and Charles Smith as the Crickets and Gailard Sartain in a cameo appearance as the Big Bopper, J.P. Richardson.

For all you old Mazeppa fans, there's a scene in "The Buddy Holly Story" where the Bopper introduces Holly as the following act. As he strolls across the stage he reaches to shake the out-stretched hand of Holly. When the grasp meets, it lingers and Holly's smile seems to grow a half inch wider.

I don't want to think I just imagined it.

# O'Neill drama to be shown next in Spiva film series

First in a series of eight films in the Spiva Art Center's 17th annual season of fine films will be "The Long Voyage Home," shown at 7:30 p.m. Tuesday at the Barn Theatre.

The film is based on four one-act plays by Eugene O'Neill and is said to be a moving tribute to the enduring bonds and traditions of the sailors aboard the merchant ship Glencairn.

Directed by John Ford and starring John Wayne, the movie gathers its cast in the claustrophobic confines of the ship. They are all here: the authority figures, the martinet, the lovable slob, and the Irish element. Regarding the photography, the night chase of Ian Hunter by the harbor police clearly shows how black and white in the hands of an artist has never been surpassed by any color or photographic process in the drama.

Bosley Crowther of the New York Times labeled the film "... a masterpiece of stark, vivid realism, beneath which flowed the tragic theme of spiritual suffering."

Season tickets for the series are \$5 for adults and \$4 for students and may be obtained by sending a check, made out to the Spiva Art Center, with a self-addressed stamped envelope to Spiva Art Center, Newman and Duquesne Roads. Groups of 10 or more may receive special rates. For information call 673-1261. Season tickets are also available from Film society members or in The Chart office.

Other films in the series include: "THE MURDERERS ARE AMONG US," a classic study of a great and proud people in defeat will be presented Oct. 17. The question of how to assign responsibility for the Nazi holocaust is the substance of this film. It is a shattering portrait of post-war Berlin, as seen through the struggles of a German doctor to track down his commanding officer who had ordered the execution of civilians in a Polish town on Christmas Eve, 1942. Hildegard Knef appears in one of her first film roles as a concentration camp survivor who befriends the doctor. The film was praised by the London Daily Telegraph as "one of the most important films ever made."

On Oct. 24 the powerful suspense film "WAGES OF FEAR" will be shown. Henri-Georges Clouzot's masterpiece is a film that almost defies classification. In its examination of the lives and drives of its protagonists it seems to be leading us into a series of character studies, but this is merely a prologue to the central part of the film wherein we are planted in the confines of a truck cab as it winds dangerously over treacherous mountain roads carrying tons of unstable nitroglycerine to an oil well fire. Before we realize it the suspense has engulfed and entrapped us. This film which critics have called "tremendously exciting" can best be described as "like walking through a mine field barefooted." A recent film "THE SORCERER" turned

out to be only a pale imitation of the award-winning original version which starred Yves Montand and Peter Van Eyck.

The fourth of the series "AN OUT-CAST OF THE ISLANDS" will be shown on Nov. 14. This film which the Saturday Review saw as "a beautiful and intensely absorbing film, made possible by a rare amalgam of cinematic and acting talents" is based on the work of Josef Conrad. Within the context of an exotic setting and intense dramatic action, the film explores the themes of treachery, betrayal, and isolation as well as the motivations which grow out of love and hate. Included in the cast are Trevor Howard, Ralph Richardson, Robert Morley, and Wendy Hiller.

On Jan. 23 the memorable five-episode film "LOVE IN THE CITY" will be shown. The film is based on actual happenings in Rome and captures a candid camera view of real people. Scriptwriter Cesare Zavattini sought to "select those events which take place under our very eyes, and to follow and shadow them, with the patient faith of one who knows that each point and moment in space and time of men are important and narratable." The film is especially noteworthy because it contains early

works by Federico Fellini and Michaelangelo Antonioni.

The sixth program of the series to be presented Feb. 6 is the German horror film classic "WAXWORKS." Masterfully designed and directed by Paul Leni, "WAXWORKS" is known for its fantastic atmosphere with curiously deformed sets and ingeniously designed lighting effects. In separate episodes, Leni depicts Ivan the Terrible, Jack the Ripper, and Harun-al-Rashid. The sequence in which Jack the Ripper pursues a showman relentlessly through a fairground is nightmarishly effective in its construction and visuals.

Peter Sellers and Terry Thomas will provide a change of pace in the delightful British comedy "MAN IN A COCKED HAT" to be shown on March 6. In this whacky satire of foreign diplomacy and enlightened self-interest, the laughs fall thick and fast. When a government clerk is dispatched to an out-of-the-way ex-colony, he precipitates a series of disasters which dumbfound the world.

The final offering of the season will be the spectacular Russian film "SHORS" to be presented April 3. This highly personal work is Alexander Dovzhenko's tribute to the famous Ukrainian Civil War commander, Nikolai Shors.

# Another art object leaves as Buddha goes to K.C.

By KAY ALBRIGHT  
Associate Editor

Another object of culture drifts gently out of Joplin as the Buddhist Shrine that was housed in the Spiva Art Center finds a new home in the Nelson Art Gallery. The shrine is an example of the 12th century Chinese art and was given to the city of Joplin in 1915 by the Newman family.

Originally the shrine was housed in the Joplin Public Library in a glass case. When the Spiva Art Center was moved to the Missouri Southern campus, it was decided that the shrine would be exhibited there and it was moved, but somewhere along the line the glass case disappeared.

Any object as old as the 12th century shrine needs special climate control and protection from the greedy public hands—neither of which was available. A marked deterioration in the shrine occurred during its residence at Spiva including the whole left side having fallen and people acquiring souvenirs. There also occurred the usual brass oxidizing and peeling paint.

Last year the Spiva Art Gallery decided that it could no longer house the 12th century shrine that was appraised in 1967 at \$1,500 to \$2,000. They decided to shift their approach

from housing permanent museum pieces to being an art gallery housing travelling exhibits, a practice which they have always had but wanted to expand.

One of the things that expedited the removal of the shrine is that the Spiva Center wanted to recover the gallery walls and gain lacking storage space. The City was informed it would have to find a new home for the shrine.

Enter the heirs of the Newman family, the Berkowitz family who, on finding out the predicament of the shrine, offered the city \$2,500 and succeeded in buying back the shrine their family had donated so many years before.

A few weeks ago representatives from the Nelson Art Gallery spent five hours packing the shrine for its trip to Kansas City where it arrived in good condition. It will be restored, placed in a climate-controlled room with the rest of the Chinese exhibit at the Nelson Art Gallery which is reputed to have one of the largest Chinese exhibits in the United States.

Admittedly the shrine has a better home and will be appreciated by more people but, like some other historical objects, Joplin may not realize what it has lost.



# Movies, record companies form new partnership

By Blaine Kelly  
Chart Staff Writer

Concert tours and advertising have been the traditional means to promote the sale of a rock album; but it's presently evident that movies are in contention for joint partnership in

the promo business. In the past eight months, eight major films, presenting original compositions by various, have emerged to capitalize on this latest marketing practice.

The term "media crossover" can refer to many distinct situations. It can mean capitalizing on the tremen-

dous popularity of recording personalities by placing them in films, such as in the case of Elvis Presley; it can mean launching a recording career after first receiving national exposure and recognition in films or on TV; or it can mean obtaining movie contracts after first acting on television.

Any one or all of the above cases can prove extremely profitable in promoting the single or multi talents of a performer. The various entertainment conglomerates recognize the financial opportunities at hand when investing in those entertainers fortunate enough to be labeled as hot properties; and for the entertainer himself there are independent advantages as conducting business becomes a matter of choice.

But the term "media crossover" has also come to mean something else: the limelighting, in films, of various recording artists' music for the purpose of selling records. Actually, the situation can be named "company crossover", because the soundtrack record label is the same company that produces the film. One example: Casablanca Record and Filmworks.

**CALL IT MEDIA-CROSSOVER** or whatever you prefer; but what it comes down to is a chancy technique where the movie sells the album, and the soundtrack sells movie tickets. Music is being used as a premise for major films; furthermore, films are being used as a showcase for musical entertainment.

Recent rock films that serve such a dual purpose include: "Saturday Night Fever", "Sergeant Pepper's Lonely Hearts Club Band", "The Last Waltz", "The Buddy Holly Story", "Thank God It's Friday", "FM", and the second most popular movie musical of all time—"Grease".

This revolutionizing phenomenon is primarily Robert Stigwood's brainchild. His enterprises, notably the Robert Stigwood Organization, have grossed enough to make him the undisputed champion as an impresario and entrepreneur of commercial pop. During the past nine months, with only brief interruption, RSO records has held the premier spot on the Billboard single chart for 30 weeks.

Moviemaker and songwriter Joe Brooks has instituted a similar approach. Instead of writing music for a movie, he writes a movie for the music. Both boxoffice hits "You Light Up My Life" and "If Ever I See You Again" were based upon the lyrics of songs he wrote. The premise of each film lies upon a single commercial pop record and is exploited for that purpose.

**AND COINCIDENTLY**, sales of the title tunes to these movies nearly paralleled the popularity of the films themselves. "You Light Up My Life" was a number one record that held a firm grip on the top 40 for 21 weeks, and, likewise the film's popularity soared dramatically to

place second only to "Star Wars" soon after release. On the other hand, "If Ever I See You Again" was only a moderate money-maker, as was the title song which reached number 24 on the charts and spent only five weeks among the top 40.

This trend may further reinforce the stranglehold of the music empire over alternate forms of entertainment. Recording artists are sought after for entertainment more than the most astute actor or sports great. Recorded entertainment now accounts for 3.5 billion in revenue each year (less than two years ago the most reliable estimates showed 2.5 billion); all major-league sports events take in around 1.5 to 1 billion; and box-office receipts credit about 2.5 billion in film grosses.

What at one time was a minimal industry has metamorphosized into a far extending multi-directional conglomerate web. The next precious metal plateau of the record tape industry is the titanium album, signifying 10 million unit sales; and Joel Friedman, president of WEA, notes that 40 percent of the American population are potential buyers of contemporary music, and that the buying public for even super groups such as Fleetwood Mac and the Eagles barely touches 2.25 of the total potential audience. So expansion is limited only by imagination.

**ANOTHER RECENTLY** developed concept is the film short, usually shown prior to the theatre's regular featured film where a collage of thematic elements are combined to accompany and color the performance of a singer's latest single release. It lasts four or five minutes, depending on the length of the song. Elton John's last hit record—though it did unusually poor for a solo act of his caliber—may not have been a

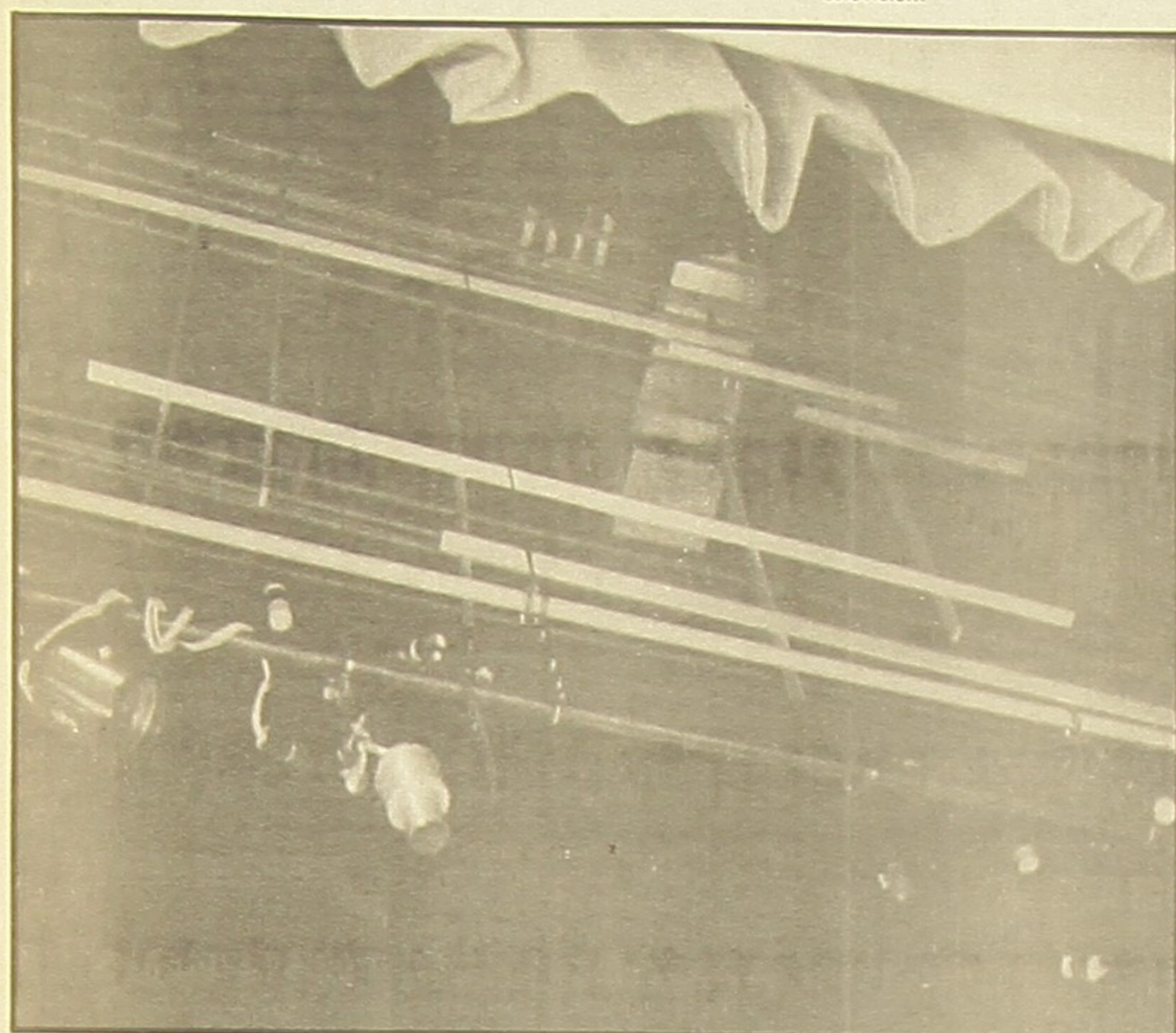
chart-maker at all had it not been for a costly film short of "Ego" which had release in major music market populous.

The rock scene has only spanned 23 years, primarily saturating one generation; but it has created a subculture of rock buffs and has infiltrated the public's conscience to where it represents much more than music—it becomes a way of life. The story-book dreams of a career in the movie magic of Hollywood have succumbed to dreams of the excessive amounts of money, glamour, and recognition involved in being a rock 'n' roll star.

Young people have turned to rock as part of a creed that supports their dreams and ideals, and understands their conflicts and fears. Rock music lyrics are often permeated with an empirical knowledge of the young-audience's fantasies and yearnings. Songs like "Grease" serve as sympathizers; others evoke rebellion, are a sense of identity in themselves, or just express something about or life and times in general.

According to the 1970 census, 80 percent of electrically wired homes have audio playback units. Some 98.6 percent of residences have radio, and the average middle-class household has five of them. With their potential audience growing and with radio, television, and films advertising their products, music companies have a triple-edge bite at the core of the big apple.

They've got means of expression through several diverse channels; therefore, the industry is becoming suppressive and domineering—but only through massive exposure and hype. It's important not to forget that the recording industry also gives a much needed lift to film-distributing companies, such as Paramount. Music is a vital element in all media.



Preparations are underway at Taylor Auditorium as the College Players go into rehearsal for "The Glass Menagerie." To be performed Oct. 18-21, "The Glass Menagerie" by Tennessee Williams is termed a "memory play." College Players also are preparing for the boards productions of "Macbeth" and "Androcles and the Lion" for this semester. Castings have been made, costumes have been fitted, and cast meetings have been held. The lights are in place and soon—the curtain will rise. Students are admitted free to the plays on presentation of

## Theatre department acquires new TV monitor as teaching aid

After six years in the planning, the drama department has acquired a TV monitor through the Innovations Funding Committee. The regular department budget didn't allow for extras so the department had to rely on financial help. Use of the video viewer is considered a major breakthrough in the quality of Southern's drama program.

Students will be filmed by portable cameras during rehearsals and productions. The tapes then will be played back on the screen and viewed for improvement in techniques. This will be a training process for both the actors and directors. The TV monitor should "help point out the strength that actors have so he can build on these," explained Joyce Bowman, assistant professor of

theatre. They can see themselves more objectively on screen. In the past, the cast would have an open critique sessions after a production, where they would point out the weaknesses in the performances.

In order to help stimulate student interest, the department is planning to make tapes for classes to check out. For instance, Mrs. Bowman pointed out it would be more interesting to watch "MacBeth" on film than reading the play or listening to a record. The department also hopes to tape instructional material such as makeup demonstrations. The monitor will be available for other departments to use. Milton W. Brietzke, director of theatre, is in charge of scheduling.

Cost of the TV monitor was around \$500. Blank tapes were also purchased. Budgets are kept to a bare minimum and few allowances made for classroom innovations. The administration, thus, founded the committee, Innovations Funding. To request assistance, departments apply to the committee.

## College Players select cast of Williams play

Casting for Tennessee Williams' *The Glass Menagerie* has been announced by the college theatre department. The two-act "memory play" features four characters, a mother and her two adult children and a young gentleman caller.

Cast in the role of Amanda Wingfield is Jenny Blaylock of Kansas City. Portraying her two children, Tom and Laura, are Raymond Lee of

New York City and Kelly Spence of Seligman. In the role of Jim O'Connor, the gentleman caller, is Mike Williams of Neosho. Stage manager for the play which is set in St. Louis will be Barry Martin of Joplin.

Theatre patrons are reminded that *The Glass Menagerie* is the first of four shows on the mainstage series. Season tickets are still available for all four shows.

Tickets are \$8 for general adult and \$6 for senior citizens. Season tickets may be obtained by writing the Theatre Office at Missouri Southern including a check made payable to the college and a self-addressed, stamped envelope.

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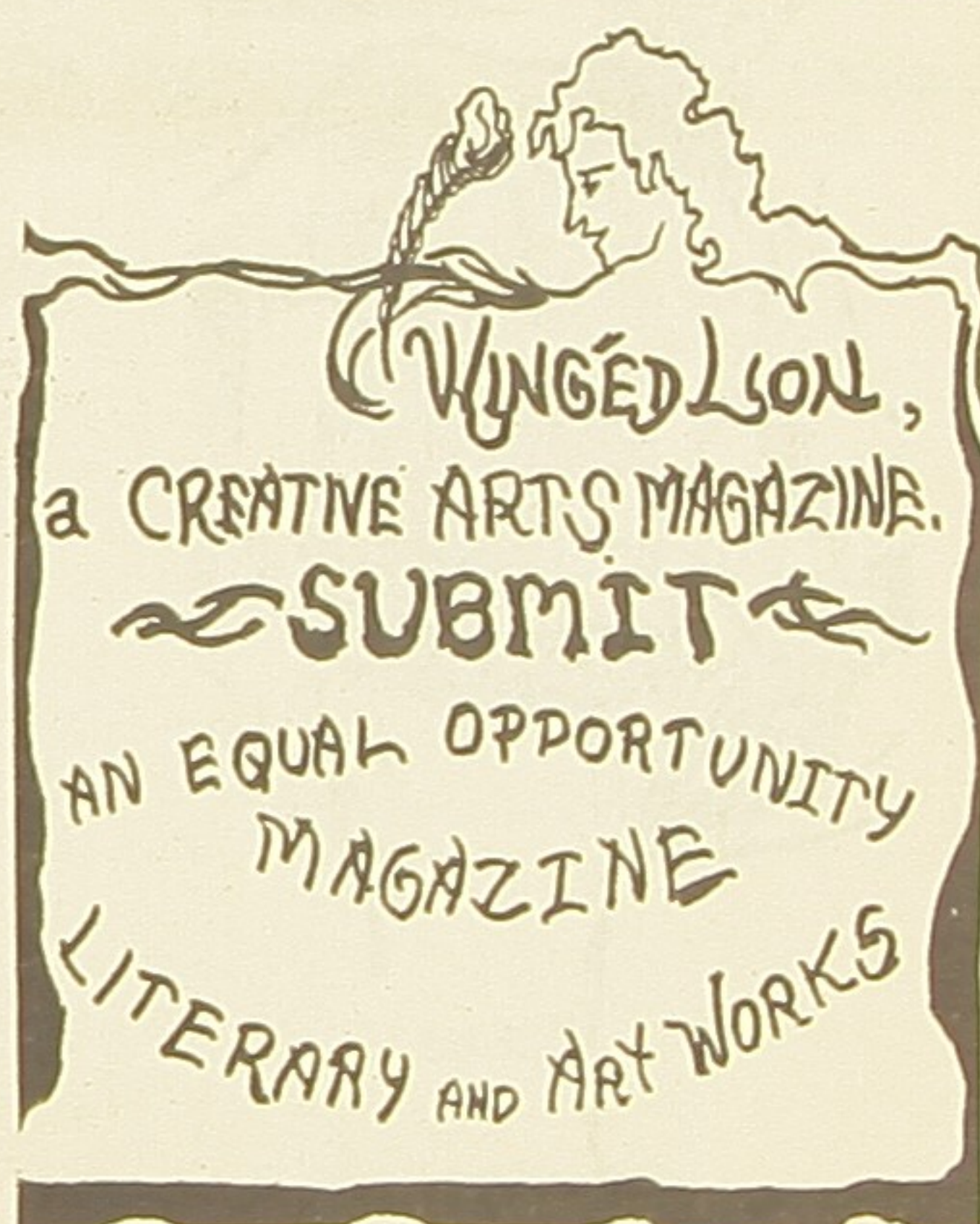
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# Soccer Lions run record to 4 wins and 2 losses

By SHAUN SKOW  
Chart Sports Writer

Faced against some rough competition recently, the Soccer Lions of Missouri Southern lost two close matches while winning another to bring their record this year to four wins against two losses. The losses were brought on by Southwest Missouri State University (2-1) and by the University of Missouri-St. Louis (4-1). The win was over Lindenwood by a score of 4-0.

The Lions, who played all three games on the road, first clashed against the Bears of Southwest Missouri State University. Played on a sod field that the Lions were unaccustomed to, the Bears took advantage of the situation by scoring two quick goals. Aaron Johnson retaliated back with a Lion goal, making the score 2-1 at half-time. Coach Hal Bodon commented about the situation: "The field was a big factor at the start of the game until our players got used to it."

No one seemed able to score in the second half although Southern seemed to be playing well. "We dominated them in the second half but just couldn't seem to score," Coach Bodon later commented.

After their disappointing loss to the Bears, Southern travelled to Lindenwood last Friday where they gained an easy victory. Scores in the first half were posted by Kent Burkholder, Craig Bernheimer, and Don Smith to give Southern a commanding 3-0 lead at half-time.

In second half action, many reserves were given playing time on the Lion team. The team still managed to hold Lindenwood scoreless while Jeff Cindrich scored a second half goal for the Lions. Coach Bodon feels his freshmen have been helping the team and commented, "I'm real pleased with my freshmen."

After their encounter with Lindenwood, the Lions travelled on to the University of Missouri in St. Louis with a 4-1 record on their shoulders. The Rivermen of St. Louis have a good soccer team this year and went on to defeat the Lions 4-1. Coach Bodon feels they could have beaten them, though. "I was bothered by the loss. Our plan was to keep them from scoring. We stayed back and played a strong defense."

Although being outshot 17-1 at the start of the game, the Southern

defense wouldn't bend as the score was 11-1 at halftime. Todd Johnston scored the goal for Southern. He is the leading scorer on the team, posting five goals so far this season in only six games played.

But finally the Southern defense started to collapse, as Coach Bodon recalls: "After scoring our first goal, the players on our team started to move up and out of good defensive position being anxious to score again. By the time they settled back down it was all over." The Redmen scored all four of their goals in a four-minute span in the second half. Once behind, Southern couldn't seem to catch up as defense prevailed on both sides.

Playing real defensively in the St. Louis game as all other previous games was goalie George Majors. Majors posted 12 saves against the Redmen and nine against Southwest Missouri State in efforts to help his team. "George Majors did a super job against St. Louis."

Coach Bodon said, "He is an excellent goalie. One of the best around." Playing in all six of Southern's games this year, Majors has allowed only seven goals, has 38 saves to his credit, and has posted three shutouts.

Tomorrow the Lions travel to Columbia to play their second inter-

conference game of the year. Columbia looks to be a tough match, as Coach Bodon explains: "They have very fast players who are also experienced. The game should be a good confrontation as the teams have each defeated the other team twice during their previous four matches. Also, a former Lion soccer player, Bob Bueltmann will be playing for Columbia's team. Another man to look out for will be Jesper Peterson who is considered to be their top player. Peterson scored all three of Columbia's goals in their last contest and scored the only goal in Columbia's 1-0 victory over Southern last year."

Posing probably even a bigger threat for the Lions though will be Rockhurst. Rockhurst eliminated Southern in the district playoffs.

"We learned that they are very hard to beat," Coach Bodon said. "All we can do is give it the best we have."

One man they will most definitely be concentrating on is freshman Rick Stahl. Stahl has been responsible for three goals against the Air Force Academy and five goals against Ottawa. "We will have to play tough defense against them and we must stop him (Rich Stahl)," Coach Bodon said.

## 'Mouse' Hill finds ways to keep active

By SHAUN SKOW  
Chart Staff Reporter

Students attending Missouri Southern come in a wide variety of shapes, sizes, and personalities. Some can be outgoing while others tend to keep to themselves a lot and be rather shy. One such individual is Greg "Mouse" Hill.

Greg, a freshman, has already been chosen to act in two plays, "Androcles and the Lion", in which he will portray an old miser, and "Macbeth", where he will play the son of Macduff.

Involved in acting his high school, Hill is currently vice president of

Distributive Education Classes of America.

Said the freshman, "D.E.C.A. is the greatest organization I have ever been involved in. It has helped me a lot by giving me a look at how free enterprise works."

Hill plans on attending Missouri Southern as a theatre major.

According to the actor, a pleased audience is important. Said Hill, "The plays always have a meaning behind them. I hope the audience gets the right meaning we try to portray. It makes me feel like I've accomplished something."

Besides being active in plays, Hill also has interests in some affairs surrounding the campus at Southern. A member of Student Senate, he explained, "I would like to see some changes made at this school. I left my ticket in the dorm three times and had to walk all the way back to get it for a meal."

"If you lose your ticket, you have to pay \$3 to get another one. The system they used to have was much better. They kept tickets over in the lunchroom so you couldn't lose or forget them."

In addition to cafeteria policies, Hill expressed his interest in an additional crosswalk on Newman Road.

"Students living in the dorms use the open gate near the tennis courts to cross the street instead of the designated crosswalk near the driveway. There needs to be a crosswalk in front of the gate exit. People driving down the street don't have any respect for students walking across the street because of the lack of a crosswalk," said Hill.

Besides school activities, Hill enjoys disco dancing, acting and watching stock car races.

According to Hill, there are plenty of such activities to keep him busy. Said the freshman, "I like the people, kids and basically the school as a whole. I am very impressed with the theatre department. The dorms are kept clean and in good condition—I can't think of anything I don't like about this school."



Aaron Johnson battles for control of the ball against the University of Arkansas Razorbacks.

## Ketterer likes demolition derbies

By BRAD EPPERSON  
Chart Staff Reporter

Demolition derby driving isn't the most popular sport around, but it's one way Vincent Ketterer likes to spend his free time.

"My dad got me interested in derby driving. I would work on the cars with him and I wanted to drive because it looked like so much fun," he said.

Ketterer enjoys driving in the derbies.

HE SAID, "I get a lot of satisfaction driving. I also take out a lot of frustration."

Derbies are held at state fairs and in some of the larger cities. Ketterer competes in these derbies all over the state.

At the derbies, the cars are put in groups of 1 or 20 cars. Then, the last three of four cars that can still run after preliminaries compete in the feature event. Purses are then handed out to the top four places in the feature. The winner can receive \$100 or more.

BUT IT'S NOT easy to win. The competition is rough according to Vincent.

He said, "I've won purses before but it's hard to win; you've got to have some skill, plus a little luck."

Derby driving is not as expensive a sport as some might think.

"A good car will only cost 15 or 20 bucks," Ketterer said, "and they only have to have an engine that runs and a transmission that works. You just

look around and people who know you're into derby driving will help you find a car."

Ketterer said that the best choice in a car is a Chrysler Imperial.

"They're the strongest car made. About the only way to knock them out of a derby is to give them a flat tire," said the driver.

THE TYPE OF car driven doesn't always decide the winner, though.

"A good driver can take any car and win," Ketterer said.

Part of the sport is the work required to ready a car for a derby.

"Me and my dad and some of the pit crew do all the work."

"You've got to remove the gas tank from underneath the car and take the backseat out so you can mount a gas can where the seat was. You need to chain the engine to the car to keep it from moving around. You also need to chain the doors and the trunk to the car. Then you cut the fender wells off of the car," explained Ketterer.

Some measures are also taken for safety.

"You remove all the windows except maybe the front one since you

do all your driving in the mud. All your headlights and tail-lights have to be taken off the car. You also can put reinforcement in the driver's door to protect yourself. Finally, you should wear a crash helmet and seatbelts," Ketterer said.

According to the derby driver, you should save your own car from damage in a derby land let the others knock themselves out. This is called "sandbagging."

"If you catch someone else sandbagging," he said, "you knock the heck out of them. But it's the way to win."

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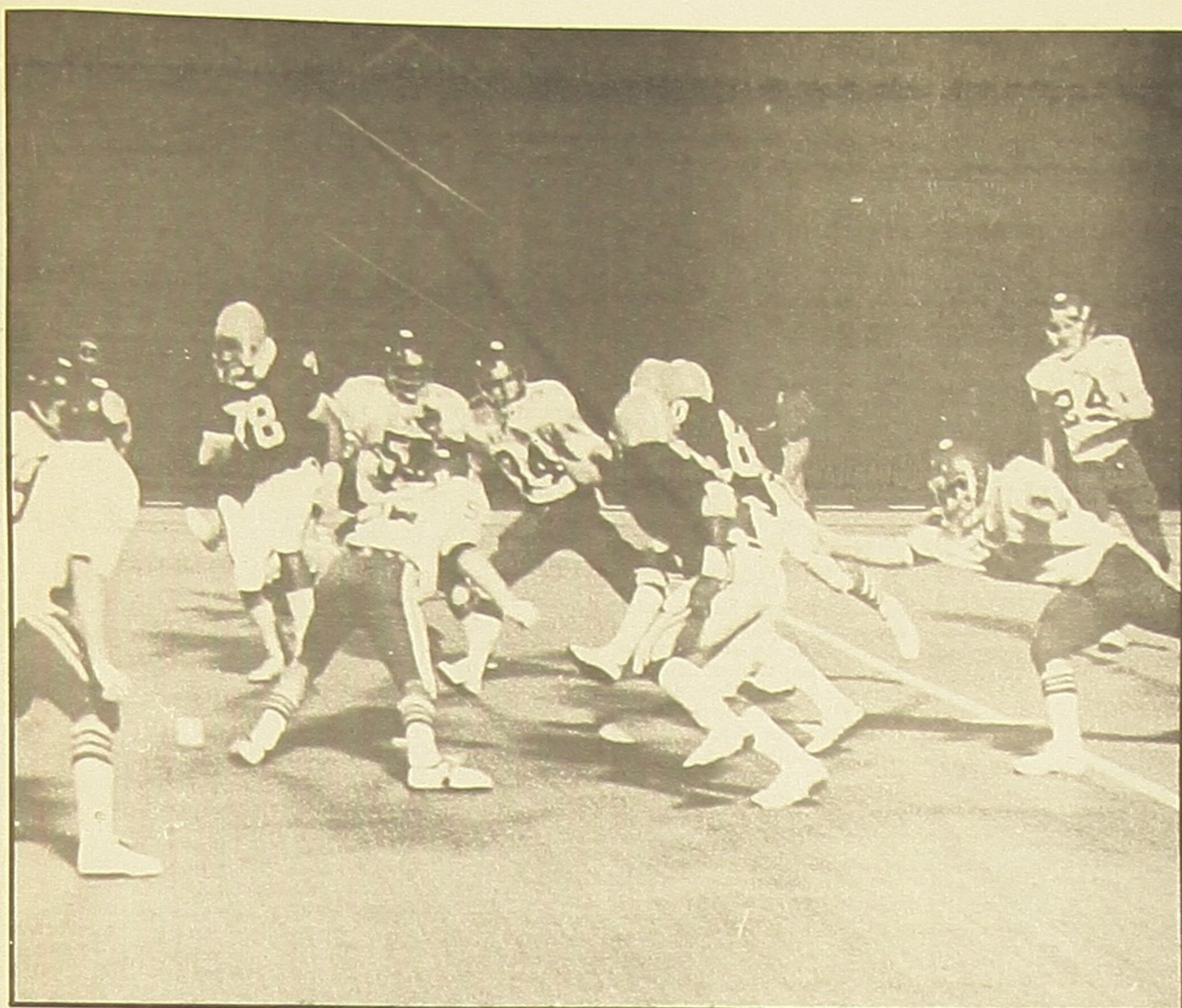
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Battles are won and lost in the trenches, according to Head Coach Jim Frazier. Such was the case in Missouri Southern's loss to NEO last Saturday.

Southern takes to the field this Saturday afternoon against Wayne State in its opening Central States Intercollegiate Conference Clash.

## Wayne State next foe on Lion's schedule

Missouri Southern's Lions will attempt to get on the right track again this Saturday when they entertain Wayne State University in their Central States Intercollegiate Conference opener.

The Lions will aim to improve last year's 2-5 record that resulted in a fifth place conference finish. The Wildcats will bring 12 returning starters from last year's 5-2 team that finished second in the conference.

Thus far, Wayne State has compiled a 1-2 record, dropping their two opening games, but they bounced back with a 39-14 win over Midland, Nebraska College last week.

Leading this year's Wildcat team is junior running back Bob Barry, an all-CSIC candidate who ran for 1,130 yards last year. Other offensive standouts include Rick Lade, Jeff Ingram, Dale Pelland, and Doug Peterson.

Defensive veterans include Tim Hurley, Dave Carlson, Greg Welch, Charlie Curnyn, Mark Ehart, Bob Konken, and Steve Atamian. As the Wildcats emerged virtually injury-free last week, the Lions will enter Saturday's contest hobbling without the likes of quarterback Danny Allison, tight-end Brent Cook, and possibly running-back Larry Barnes. Head Coach Jim Frazier said he was uncertain yet as to whether Barnes would see action in Saturday's game. Last week Barnes wasn't scheduled to play but was installed when the Lions fell behind.

Looking forward to the game Coach Frazier commented, "When

Wayne State comes to town, you can throw caution to the winds. They should be up following their big victory over Midland last Saturday. They have a very aggressive defense and basically is the same club that whipped us there last year.

"We're expecting about the same game plan from Wayne State that we did from NEO," he added. "They do a lot of passing out of the Slot-I, like NEO, and they send a lot of people on defense. It should be a good football game."

Saturday will be Family Day at Fred Hughes Stadium and game time is 1:30 p.m.

## NEO shuts off Lion running game, 22-20

By Ron Kemm  
Sports Editor

Shutting off Missouri Southern's explosive running game that shined two weeks ago, Northeastern Oklahoma State University spoiled the Lion's home-opener last week by the score of 22-20.

The Redmen converted first and third-quarter fumble recoveries into touchdowns and knocked off the Lions with the aid of a safety before 6,000 fans in Southern's Fred Hughes Stadium.

Two weeks without action may have been too much for the Lions as they saw their seasonal record slip to 1-1.

"The open date definitely didn't help," admitted Head Coach Jim Frazier. "We had a very good week of practice after the open weekend and got a lot accomplished. Yet a lot that we did accomplish was a repeat of what we had done before. I don't like open dates."

"We had come off a big win over Central Missouri State entering this game. Some of our players saw NEO play Arkansas Tech the week before and I can guarantee it, NEO played their best game Saturday Night."

LED BY THE AGGRESSIVE play of ends Vic Boykins and Terry Faulker and linebacker Keith Miller, Northeastern limited Southern to 31 yards on 33 carries in posting its fifth straight victory over the Lions.

Faulker's recovery of a Southern fumble set up their first touchdown, a three yard run by R.C. Morrow.

Southern countered with a pair of touchdowns, a 28-yard pass to Bobby

Richmond and a 68 yard interception return to go ahead, 14-7. Morrow scored another touchdown, by the aid of a Lion fumble, and the Redmen added a safety to put the game out of reach.

Northeastern's aggressive play not only silenced Southern's heaviest attack but seemingly damaged hopes for the immediate future by sidelining three starting Lions with injuries.

Starting quarterback Dan Allison will be out for the rest of the season due to a chipped clavicle that occurred on Southern's first touchdown drive. Senior reserve Mike Loyd came into finish the game. Loyd and senior Bruce Hilton will be battling for the regular starting position.

Senior tightend, Brent Cook, suffered a knee injury and is expected to be out for a least four weeks. Replacing him will be freshman Jeff Schweitzer.

Also suffering a knee injury was linebacker Leon Bolding but he expected to return immediately.

Rushing sensation Larry Barnes was not expected to play in last week's game and is still uncertain for this Saturday's game. However, Barnes was installed when the Lions were trailing. As little as he played, the NEO game was still significant for Barnes as he garnered 20 yards in six carries to push his career rushing mark to 3,011. The Lions' career scoring and rushing leader also had seven receptions for 52 yards.

WHILE NORTHEASTERN was playing their best game of the year, Coach Frazier admitted his troops were a little flat.

"Northeastern Oklahoma has a fine football team and played a fine

game," said Frazier. "They were well prepared. We had plenty of opportunities but failed to capitalize on them."

"Our offensive line didn't control the line of scrimmage. The defense has to set the pace but they didn't."

"I felt the kicking game, as far as the punting team was concerned, was outstanding. I was disappointed

with the kick-offs, field goals, and the extra point phase of our kicking game."

"Mike Loyd turned in a good performance. We have two fine quarterbacks in Mike Loyd and Bruce Hilton. Both play well under pressure."

Loyd was named the Lions' top offensive performer following the loss to NEO. Loyd competed 18 of 34

passes for 151 yards, two that went for touchdowns. Carl Cromer was named defensive player of the week as he scored on a 68 yard interception and recovered a key fumble.

Frazier added, "I felt our defense played well except for occasions late in the game. Our biggest disappointment was in the fact that we didn't tackle very well."

## FCA in second year on Southern campus

By ROB REESER

The Fellowship of Christian Athletes is starting a new year at Southern with the purpose again of "spreading the gospel of Christ through coaches and athletes around campus."

Basically national, the group at Southern is only one of many such groups in the nation. This is the second year for the group at Southern.

For those who are interested in how Bobby Corn is doing now that he has graduated, FCA members report he is coaching at Mountain Grove

high school and is sponsor of an FCA group there.

National fees are \$5 per year. Meetings for Southern's group are held every other Thursday both on and off campus, and the format is a Bible study for half an hour and recreation for the other half hour.

There are various signs posted around campus in regard to FCA. Presidents are Scott Schulte and Cherrie Dickerman. The reason for the double presidency is that the vice president automatically becomes president the following year.

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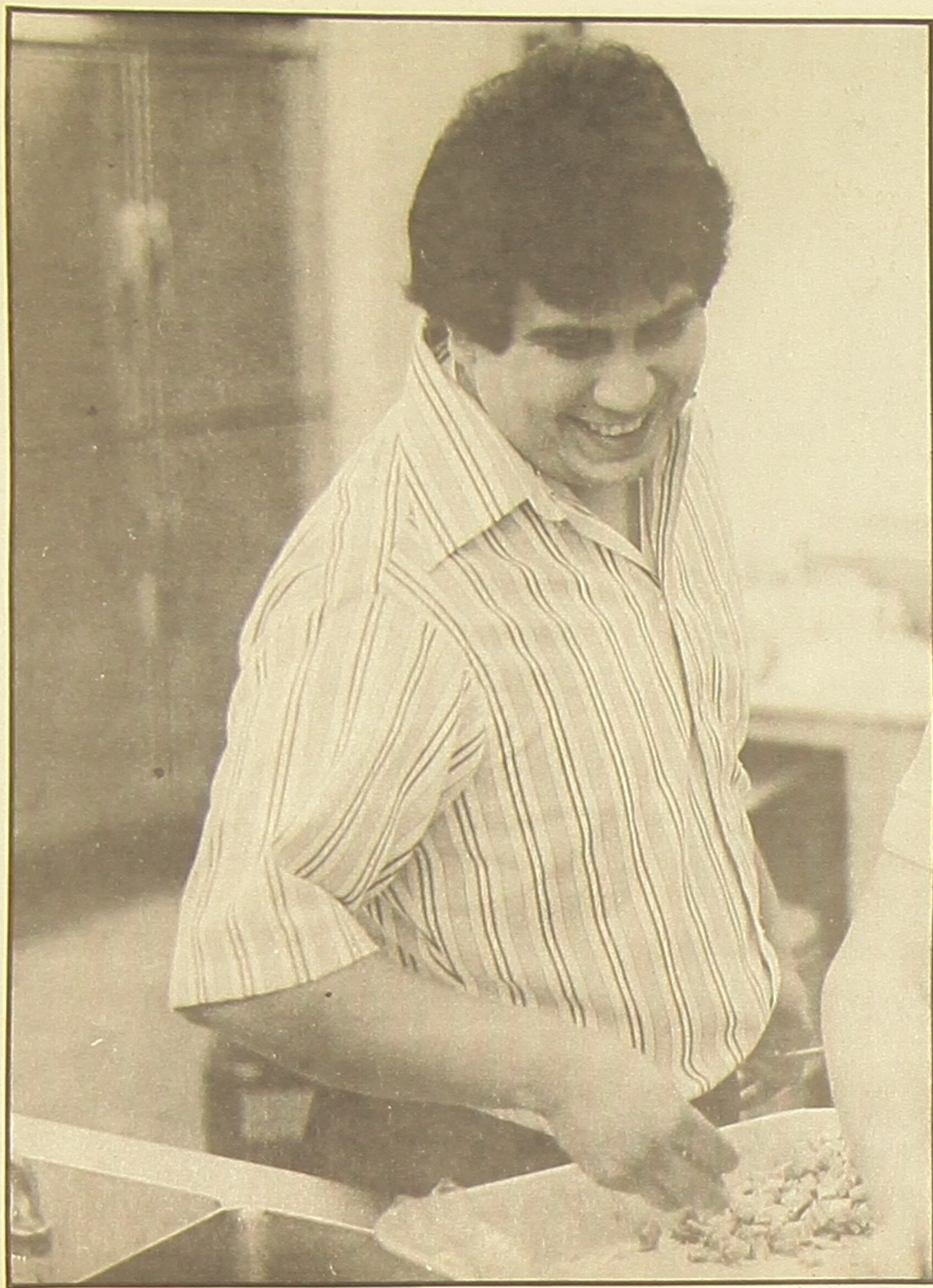
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RICK ALEMAN

## Rick Aleman takes over as cafeteria manager

By LORRY YOULL  
Assistant Editor

Twenty-five year old Rick Aleman is the new food service director of Southern. At home in San Antonio, Texas, Aleman graduated from Saint Mary's University in San Antonio with a bachelor of business administration degree. Since working as a bus boy at age 14, Aleman has worked in the food business. To finance his way through college he was a part-time inventory clerk responsible for the regulation and distribution of fresh and frozen meat. For less than a year, Aleman sold life and casualty insurance.

Returning to the area of food service, Aleman was employed by Snack's Inc. of San Antonio. Under this company he first worked as a snack bar director for the various franchises set up. In the last three months as snack bar director, Aleman was responsible for the preparation of roughly 10,000 box lunches and the distribution of these lunches throughout the San Antonio area. This position was summer nutrition program manager.

For the next year, Aleman was responsible for all nighttime sales, production, personnel and financial transactions of the San Antonio College. Three fast food service operations were under his control on campus.

**DURING THE SHORT** period following his job as night manager of San Antonio College, Aleman acted as concession manager for a specified permanent location in charge of all caterings held there. The concessionaire grossed approximately \$4,000 per week which reflects the administration involved.

As assistant manager of the San Antonio College food service, Aleman was in charge of five fast food service lines at the college which again entailed production, sales, personnel, and inventory. As well as perform these functions, he worked to bring

in various caterings for the campus in addition to outside company caterings. For one week of his employment with San Antonio College in October of 1976, Aleman managed the food service of the Texas Open Golf Tournament in San Antonio. Under this contract he managed all sales and production of food and beverages.

Furthering his experiences in food service on a college campus, Aleman acted as food service director of Saint Phillip's College, again of San Antonio. Three of the college's fast food service lines were under his authority. Included in his duties there were the ordering of all necessary supplies, personnel, and fiscal transactions. Again, Aleman worked to cater campus as well as outside business groups.

Most recent of Aleman's jobs was as merchandising and inventory control manager of Snack's Inc. In addition to handling nearly one-half of the company's caterings, Aleman managed ordering and delivering all supplies for the company's caterings, college food lines, and snack bars. Prior to this last position, Aleman again acted as summer nutrition program manager, responsible for the preparation and delivery of some 11,000 lunches.

**AS FOOD SERVICE** director of Southern, Aleman is in charge of 22 employees and the ordering and inventory of all necessary supplies. "A girl can't blame her boyfriend for a bad date, nor can a student blame a teacher for a bad grade," Aleman likened these situations to that of students' opinions on the quality of food. "We put out first quality food, but the students may not recognize it and appreciate it."

A meal ticket allots Aleman \$2.31 per day per student to prepare three meals a day. That \$2.31 may sound like a slim budget, but Aleman explained that the "hit and miss" factor is greatly important.

"The odds of a student missing one of three meals a day are great. Here

we must have a certain amount of flexibility and this helps." Aleman empathized with the student. "Some come here (to the cafeteria) because they 'have to'—they have a meal card, they're from the dorms, but they get tired of going to the same old place every day." Aleman has previously prepared meals for 15,000 to 18,000 students daily, none of whom were dormitory residents.

Although Aleman was involved in high school and college ROTC, he is not an Army cook. He tastes everything that goes into the food line so that he can confidently stand behind everything he and his staff prepare. "I have always had good letters of recommendations," Aleman beamed. "I've never gotten a job by who I know but for what I am."

**ALEMAN PREPARES** his own menus and leaves specific orders with the cooks on how to prepare it. If a cook is unknowledgeable about a certain recipe, there is a card catalogue of recipes and respective proportions in the kitchen for reference. This takes the guessing away from the cooks. Aleman accepts the total responsibility for the meals. Aleman has also sent a letter to the football team asking if there are any special dishes any of them would like prepared if not on the menu.

"Ya, know," Aleman drawled in his affable, fast-talking manner, "I'm not much older than the kids here. I'm used to being around it (campus food). I kinda know what to expect. For example, on Tuesdays, if there is a choice between Sloppy Joes or chicken and dressing, students will pick the Sloppy Joes," Aleman knowingly predicted. "But given the same choice on Sunday, they'll (meaning the majority) select the chicken and dressing."

In addition to planning balanced menus and issuing orders to cooks, Aleman also maintains a constant watch on the coldness of refrigerated goods, sanitary measures such as the washing of dishes and the thawing of meats in order to insure no possibility of bacteria contamination. Every item used in the preparation of meals must be accounted for in a weekly inventory conducted by Aleman.

Aleman's own personal tastes involve snacking. "I'm a sweets man, myself," he laughs.

## Country's smallest brewery in operation

By JIM WEBSTER  
Chart Staff Writer

"Every Irishman wants to go to Heaven and run a brewery."  
—John Murphy

The country's smallest brewery with an annual capacity of 150 barrels per year has begun production of malted beverages in the British tradition. Its bill of fare features ales, porters, stouts, and "holiday" ales, all of which contain between six and eight percent alcohol. The first ale went on sale in California's Sonoma and Marin counties in mid-September, 1977.

Sonoma, the "valley of the moon," nestles just south of a tier of now extinct volcanoes which once provided the area with a mercury boom. To the east and just beyond Lovell valley and another row of hills is Napa Valley, a rich grape growing area. San Francisco is 45 miles south. The valley of the moon (according to Jack London) is, oddly enough, a sun-drenched valley redolent with tourists, cheese, bread, and the mighty grape. . . but lacking in something Jack McAuliffe thought of while on nautical assignment in Scotland in 1965.

The name *New Albion* dates to 1587 when Sir Francis Drake, on the 15th of June, sailed into the bay now called Drake's Bay (40 miles southwest of Sonoma) and proclaimed the territory for the queen. He named it "Nova Albion" which was the Latin name for England. Albion refers to the color of the chalky cliffs of Dover which the Greeks had seen 21 centuries before.

**WHILE STATIONED** aboard the USS Simon Lake at Holy Loch, Scotland, Jack became acquainted with a full, differentiated, and palate-pleasing range of British beers. Needless to say, he blew his gyroscope.

Felicitously, the Home Brewery Act of 1963 made it legal to make your own beer. After passage of the act, a new industry supplying materials and information for home brewing was spawned. Not being one to overlook a golden opportunity, Jack promptly purchased his first book on home brewing—then in rapid succession followed with his first home brewing kit.

After the Navy, Jack went to school on the GI Bill and later went west. As a former electronics specialist he had little trouble finding work in the bay

area's burgeoning electronics industry. Since 1970 Jack has been gathering technical, legal, and financial knowledge necessary for the establishment and maintenance of a brewery. In addition to the experience gained in years of brewing, he added the skills of carpenter, plumber, teacher, and a few others. While Jack may be regarded as the you-know-what of all trades, his heart belongs to practical brewing.

**THREE OTHER** investors served as officers and more or less full-time workers in the early days of the brewery:

**SUZY STERN**, vice president and secretary, a Vassar graduate and former Hugh Hefner employee, originally from Harrisburg, Pa., Suzy says: "I feel as if I belong in the brewing industry. After all, Matthew Vassar brewed beer, and 'Why, oh, why, can't I?'"

**JANE ZIMMERMAN**, treasurer, is another transplant to the West Coast. Jane attended Case Western University and worked as a statistician at the Cleveland Psychological Institute. She has more than a passing interest in the brewing industry since her family was involved in the bottling and distributing business in Cleveland. Jane says: "It's nice to get behind something that utilizes our experience in such a marvelous way."

**JIM WEBSTER**, vice president in charge of marketing, hails from Joplin. After a few years in academia, he toiled as an author of obfuscations for the Social Security Administration in Kansas City. More recently he worked in San Francisco for a department of the federal government whose function remains mysterious. Jim feels right at home in Sonoma. [EDITOR'S NOTE: Jim is also the author of this piece and a staff writer for The Chart now.]

**AN IMPORTANT** consideration in setting up a brewery is convenient access to brewing ingredients. San Francisco has a malster which supplies one vital and bulky item, malted barley. (The malting process is one which the traditional brewer performed himself but itself is almost as complicated as brewing.) Hops come from the Yakima Valley, Wash., in 200-pound bales. Add yeast (*saccharomyces cerevisiae*) and water, and—voilà—the ingredients for a tasty brew.

The brewery itself comprises an area of 1,000 square feet. The brew

house contains a three-level "tower brewery." At the top level water is heated to 180°F and pumped into the mash tun (brewing vessel) and mixed with malted barley.

Once the malted barley and water meet, an enzyme within the barley starts converting starch in the cracked barley kernels into sugar. At the second stage, the wort (name of the resulting fluid) goes by gravity flow to the brew kettle where hops are added. Hops provide a natural preservative as well as "bitter" taste.

After a vigorous boiling, the wort is ready for the third stage or hot liquor back (containing vessel) where it collects. Then it is hoisted to the top of the brewhouse where, by gravity, it runs via stainless steel pipes to the fermenting cellar, is cooled to 60°F and then transferred to 55 gallon fermenters. Once yeast is added, fermentation begins. Yeast is a plant with recognized nutritional and medicinal values that consumes sugar producing alcohol and carbon dioxide. After primary and secondary fermentation and attenuation (settling of solid particles) the wort is pumped through a beer meter to the government tank (a holding tank). This tank feeds a three spout syphon filler which is operated manually.

The bottled product is then capped and stored in wooden cases (fabricated at the brewery) and placed in the aging cellar for six to ten weeks (depending on the type of beer being made). Now, in the words of the trade, it's ready to be "kicked out the door."

**BEING A PROVINCIAL** brewer has its blessings (small is beautiful). A local pig farmer picks up spent grains and recycles them in the form of porkchops; spent hops are spread as mulch on nearby vineyards; effluence is discharged to a septic tank and connected leachfield (the brewery green).

Brewing is traditionally a feminine art, a cooking process yielding liquid bread: a beverage rich in nutrients, high in specific gravity (have you tried a pint of Guinness stout?), and rich in taste. Hops filter the larger protein particles from the wort but a large amount remain so no chemical "head stabilizers" are needed to pro-

duce a head. Neither are chemical preservatives or pasteurization necessary so long as the beer is refrigerated. (Coors is the only major American brewery making non-

pasteurized beer.) And, unlike the large brewers, the traditional brewer worries less about the "uniformity" of taste and more about the quality of taste.

## Chicagoan likes small town life

By Kent Richardson  
Chart Staff Reporter

Although she characterizes her father as "the Archie Bunker of the Midwest," Linda Clifford does not fit the stereotype of an Edith Bunker in any sense of the name. Against her father's wishes she attended the University of Missouri and received her degree in journalism.

Along with a business partner, Ms. Clifford and her husband, a lawyer, have attempted, unsuccessfully, to purchase the only newspaper in her home town.

She said they were unsuccessful because the present owner is "anti-woman and doesn't think I can run it." Also she said, "because I ruffled some feathers in the community by being a radical."

According to Ms. Clifford, "although a degree in journalism doesn't prepare one to run a business, running a newspaper is not a complicated business and our partner is a businessman."

Negotiations in the attempted purchase of the newspaper were conducted without the presence of Ms. Clifford, a situation that irks her greatly.

She said, "I've given up on the idea of buying the newspaper because it upsets the rest of my life by thinking about it."

**MEN ARE** uncomfortable working around women," she replied in response as to why aren't there more women editors and is there any sex discrimination in the media?

Para-legal training is the reason that Ms. Clifford is now attending Missouri Southern. An 85 mile drive, four times a week, to Southern attests to her apparent sincerity in making the family law business a success.

She will work in her husband's law office and handle files and research. "I want to become expert in the field of probate law."

She thought women made good journalists because "they have developed their verbal skills." She

also stated "we have a disadvantage in that we have limited access to law enforcement and the business community in getting our news."

"Journalism is a great dichotomy and very conservative," although she said that "working in the legal field is staid, non-changing and run according to a game plan but there is a responsibility to say it all."

**While attending** Missouri University she worked at the Columbia Police Department, handling files, and played on the women's varsity softball team at the university. She said, "In my will part of my estate is to

go for women's athletics at MU."

Ms. Clifford is well informed on a variety of subjects and insists, "I work hard at being an individual and am very enthusiastic and out-going."

If circumstances had been different she would have aspired to be a professional softball player. She attributed the interest in sports as "being very competitive with men."

Although she grew up in Chicago, she has made the transition from living in a large city to living in a small town, without trauma, and plans on living at her present location as she puts it, "until I die."

## Business students win fourth in national contest

Several students from Missouri Southern's business department received a \$400 cash prize for taking fourth place in the national competition of the "Students in Free Enterprise" contest ending this month. Competition began in September, 1977, with 160 colleges and universities competing.

In April of this year Southern won first place with a cash prize of \$750 in competition among schools in Missouri and Illinois, making them eligible for national competition. The prize money was turned over to the business department.

Terry Marion, director of the project for Southern, likes the present program and plans to stay with it. "We are staying with the same basic format as last year, but polishing and working the flaws out. We're also adding one new program," commented Marion.

Marion said the program this year would be in five parts including: (1) Elementary school puppet show; (2) A mini course in business for two-10 days for junior and senior high school students using films and workshops; (3) Free Enterprise Essay-Speech-Poster Contest; (4) Development program in business for community

service projects; (5) The new portion being added will consist of teaching employees and first-line supervisors practical business techniques. Marion also said the elementary puppet show received special recognition from the national judges.

These programs are carried out by Southern students and then judged in three phases. First, a 20-page written report was presented to 10 business executives who served as judges. This was followed by a 10-minute oral presentation made by team members. The final stage was a booth constructed by team members depicting the year's activities where team members were questioned in greater detail.

"Ralston Purina is the sponsor in this area. There are many different sponsors for the many competitions nationwide," said Marion.

Marion also noted that organization has a student promoter who encourages students and teachers to get involved in the programs. The business department has plans to develop a similar program on campus.